Remote recruitment & well-being *Strategy Canvas*

Consider how remote recruitment can contribute to company's mission, vision and strategic goals:

Primary goals of remote recruitment and well-being align with overall business strategy and objectives.

Recognize/enhance your remote recruitment and well-being strategy *step by step*

STEP 1. Identify remote work opportunities

- Cost savings and resource optimization, could include examples: reductions in office and related costs, increased access to a global talent pool, and improved employee retention
- Attracting and retaining top talent, including individuals who may prefer or require remote work options
- Enhancing employee's flexibility - flexible work arrangements; time, location
- Improving operational efficiency through, e.g. faster decision-making, streamlined communication processes, the ability to adapt quickly to changing business conditions.

STEP 2. Identify remote work challenges in your organization

Define
- your hiring and retention challenges, e.g.: licenses and certifications (some roles require state-issued licenses or certifications for workers), retention of new employees
- legal and tax challenges related to labor laws in relation to remote work agreements (on national and EU - international level)
- challenges in the two primary types of agreements commonly used for distance or remote workers:

A) Employment agreements:
  a1. Full-time remote employees: if the worker is a full-time employee working remotely, you would use a standard employment agreement. This document outlines the terms and conditions of employment, including responsibilities, compensation, benefits, working hours, termination procedures, and other relevant details
  a2. Part-time or Temporary Remote Employees: Similar to full-time remote employees, part-time or temporary remote employees may have specific employment agreements that reflect their work arrangemenT

B) Contractor agreements (freelancers/consultants):
  b1. Independent contractors: if the worker is considered an independent contractor, you would use a contractor agreement; this agreement outlines the terms of the project or service, compensation, deliverables, timeline, and other relevant details; independent contractors are not employees and are responsible for their own taxes and benefits
  b2. Freelancers/consultants: freelancers or consultants often work on a project basis and are engaged for specific tasks or services; a contractor agreement is typically used in these situations

STEP 3. Identify areas within organization where remote work will be the most efficient option

- Define roles suitable for remote work within your organization: project worker (national or international), online marketing, online sales, online educator, online content creator, software development, entertainment & media, graphic designer, other design works, engineering works, programming, IT works, online PR, gaming, translations, writer/technical writer, social media manager, administrating tasks, etc.
- Clearly define responsibilities and tasks that can be performed remotely
- Assess potential challenges in remote execution for each role
- Define key performance indicators (KPIs) for remote employees

STEP 4. Identify your remote work environment and culture

- Define key aspects of your culture needed to attract, retain and engage remote employees, it could be: managers competencies, peers' relationship, communication practices, cross team collaboration, autonomy and control balance, etc.
- Define candidates' expectations towards remote work environment and culture
- Define your ability to meet remote work expectations and preferences (your organization's remote fit)
- Define aspects of your culture (behavior, practices, processes, leadership/management) that needs improvement in terms to be attractive employer for remote talent

STEP 5. Identify remote candidate sourcing methods

- Consider whether to host/participate online job fairs by using platforms, e.g.: Zoom, MS Teams, or specialized virtual job fair platforms, master platform use and remote tools needed
- Consider whether to post your remote work offer on the popular and effective platforms for remote job offers, e.g. LinkedIn, Indeed and Glassdoor
- Remote-specific Job Boards and Specialized Remote Work Websites : Utilize job boards that specialize in remote work listings, such as: Remote OK (remoteok.io), We Work Remotely (weworkremotely.com), Flex Jobs (flexjobs.com), Remote.co (remote.co), Company Career Pages. These platforms attract individuals actively seeking remote opportunities.
- Ensure that your company's career page prominently features remote job opportunities. This is often the first place where potential candidates will look to learn about your company and its open positions.
- Social Media Platforms: Leverage social media platforms like X, TikTok, Facebook, Instagram and LinkedIn to share remote job openings. Create visually appealing posts and use relevant hashtags to increase visibility. Ask employees to promote open jobs – Consider rewarding their efforts.
- Industry-specific Job Boards: Explore job boards specific to your industry or niche that may have sections dedicated to remote work opportunities.
- Professional Associations: If your industry has professional associations or forums, consider posting remote job opportunities there. Many professionals in these networks may be interested in flexible work arrangements.
- Freelance Platforms Like Upwork, Toptal, and Freelancer
- Remote Work Conferences and Events: Participate in or sponsor virtual conferences and events related to remote work. These gatherings often attract individuals actively seeking remote job opportunities, take part in job fairs also abroad
- Recruitment Agencies and Services: Work with recruitment agencies that specialize in remote placements. They can help you find qualified candidates and manage the hiring process.

STEP 6. Identify most effective recruitment methods and tools for remote work

- Consider which of the remote efficient recruitment methods you can use before posting an offer:
- Creating a favorable employee experience and strong employer brand to attract the right candidates
- Creating a hub of information on your website (company culture, company remote environment, company vision, mission and values, statements form employees, etc.)
- Promoting your employer brand on social media and recruitment platforms, collect open applications and interact efficiently
- Consider which of the remote efficient recruitment tools you can use to find the skills that you are looking for:
- Online pre-employment assessment tests (eg. TestGorilla, Harver, Criteria, HackerRank, eSkill); you can combine up to 5 – 10 minutes tests into one assessment to test your candidates on skills, personality and values to see if they are a good fit for the specific role; you can measure skills such as language, cognitive ability, attention to details, problem solving, critical thinking, programming, cultural fit, personality
- Real-time video interviews - are a low-effort method for employers and candidates to interact on a more personal level. You can invite shortlisted candidates to attend these interviews as part of the application process. This method cuts down on scheduling and interviewing costs, and frees up valuable time for recruiters and hiring managers. It's also a great way for both sides to ask further questions and clarify points about the job, values, expectations, and culture.
- Work samples: exercise or simulation related to role, practical, hands-on, and very close or even identical to actual tasks the person would perform if hired.
- Consider up to date HR/recruitment system for managing recruitment process and interaction during recruitment process

STEP 7. Identify the most effective onboarding methods and tools for remote work

- Consider virtual onboarding sessions:
- Conducting virtual onboarding sessions/material using video conferencing tools help introduce new hires to the team, company culture and policies and vice versa
- Presentations, Q&A sessions, and interactive activities to engage remote employees to interact with other employees
- Consider using onboarding checklist:
- Providing a comprehensive onboarding checklist outlining tasks, training, introductions, contacts that need to be completed during the onboarding period, also building network to new coworkers
- Using project management or collaboration tools to share and track progress and schedule interaction regularly
- Consider mentoring system - assigning a seasoned employee as a "buddy" to help the new hire navigate the new work environment and helping build steady network to coworkers
- Encourage regular check-ins and informal conversations to build rapport and getting to know company/company culture
- Consider using e-learning platforms to provide remote employees with access to training modules, company policies and resources
- Consider creating interactive content that facilitates self-paced learning, always name person who can tell more
- Consider conducting virtual tours of the company's digital workspace, communication channels, and collaboration tools
- Consider introducing new hires to key team members through video introductions or virtual meetings
- Consider scheduling regular video meetings to provide opportunities for new hires to connect with their new teams
- Consider using video tools for team-building activities, icebreakers and casual conversations e.g. virtual coffee breaks weekly

STEP 8. Identify effective well-being testing tools for remote work

- Consider implementing measures to ensure the well-being and engagement of all, but especially, remote employees
- Consider gathering feedback from remote employees regularly to understand their preferences, concerns, and expectations regarding remote work, develop remote leadership skills
- Consider using surveys or focus groups to capture diverse perspectives across different teams and levels within the organization – develop practices and processes according to that
- Consider fostering a remote-friendly culture
- Encourage to building strong professional connections to colleagues and but also networking locally with other professionals in order to having peer support near by
- Consider involving employees in using *Well-being App*

Test also tool: **Well-being App**