



The future of work is

# remote & aligned

What entrepreneurs and professionals  
want and need in 2021 and beyond.

**Growmotely**

[www.growmotely.com](http://www.growmotely.com)

# Undoubtedly, 2020 is a year we'll never forget.

In our world - the world of flexible and remote work - we jumped ahead approximately 10 years in March. What we saw as something that would become normal over the coming decade, happened overnight. Globally.

The world was thrust into working from home, and forever changed. What lies ahead, we don't know for sure. Uncertainty remains high, however we do know remote work has become the new normal.

While challenging for many, the upside has been the opportunity to question everything about how we live, work and interact with the world around us. And get a better understanding of what we want and need.

We're seeing a deeper need for alignment and purpose and a strong focus on culture as one of the main contributors to business success and team happiness. Both entrepreneurs and professionals are ranking cultural fit in the top 3 criteria when engaging with each other. And with happiness levels in teams needing a serious boost, we believe connecting on a deeper level and working in more alignment will foster those healthy work cultures we need in order to thrive.

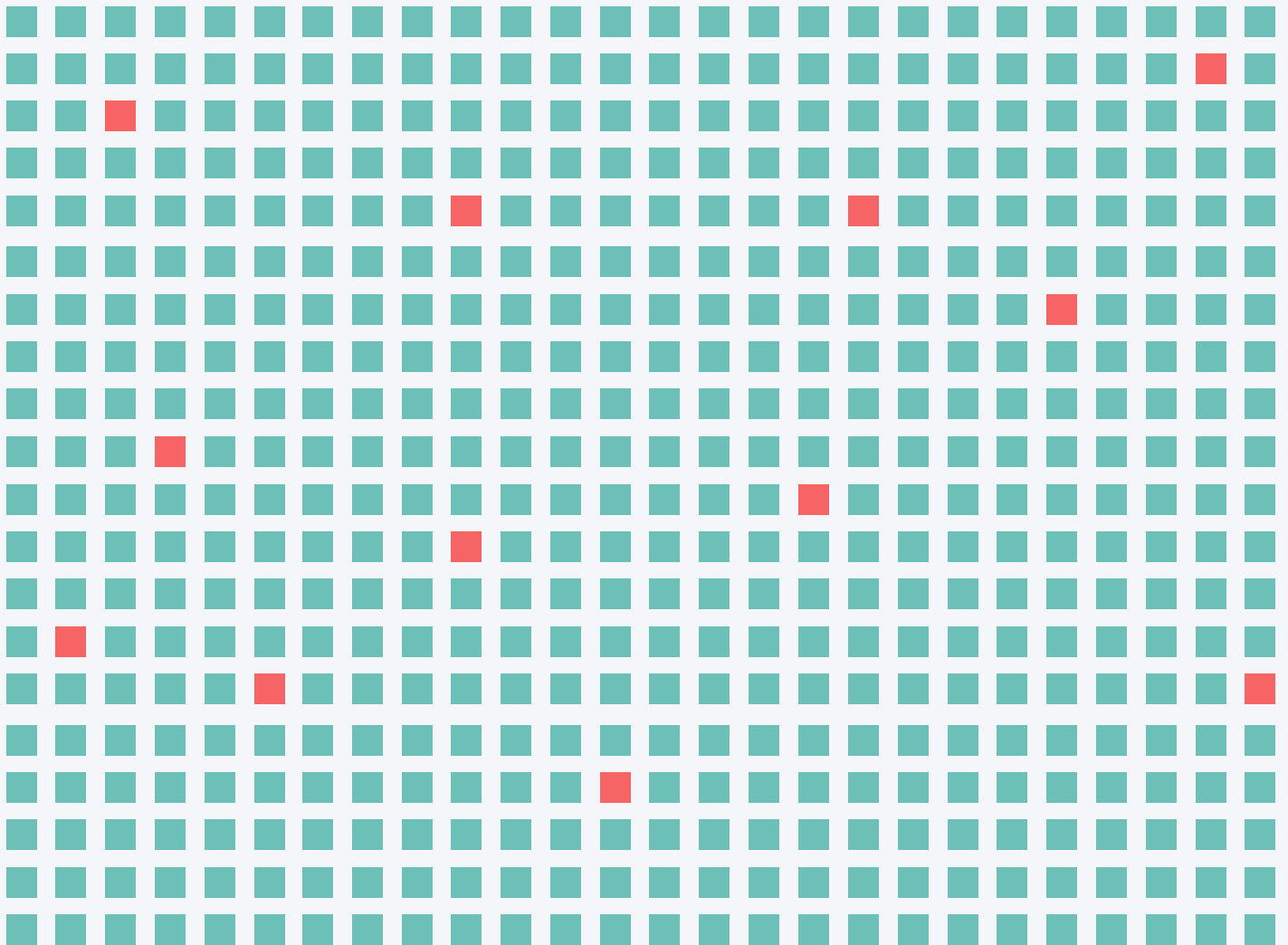
For those of us who adopted a more flexible and global-centric lifestyle years ago (working from cafes, bars, restaurants, co-working spaces the world over) it's been incredible to witness the rest of humanity experience what we already knew...

Being able to work in an environment of our choosing and customizing our hours to match our natural energy flows, we're more productive, efficient and engaged. Freedom and flexible result in happiness at work, which tends to translate directly to positive outcomes for the organization.

Now we need to take it one step further and make healthy, empowering cultures our ultimate goal. It's been a steep learning curve, we know. And there's more to come, however from where we're sitting, the future looks bright and aligned indeed, and we're absolutely honored to be in the privileged position of helping companies and professionals to not only adjust and adapt, but thrive. Together.

**Sarah Hawley**  
Founder & CEO, Growmotely

**520** **People surveyed**  
Entrepreneurs and Professionals

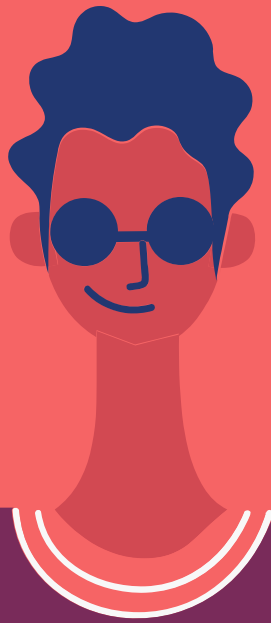


**35** **Countries**  
Majority of responses from USA, UK and AU

**1 to 100+** **Employees**  
in participating companies

**1 to 20+** **Years of experience**  
of Entrepreneurs and Professionals

**58%**  
Millenials



**4%**  
Gen Z



**4%**  
Baby boomers



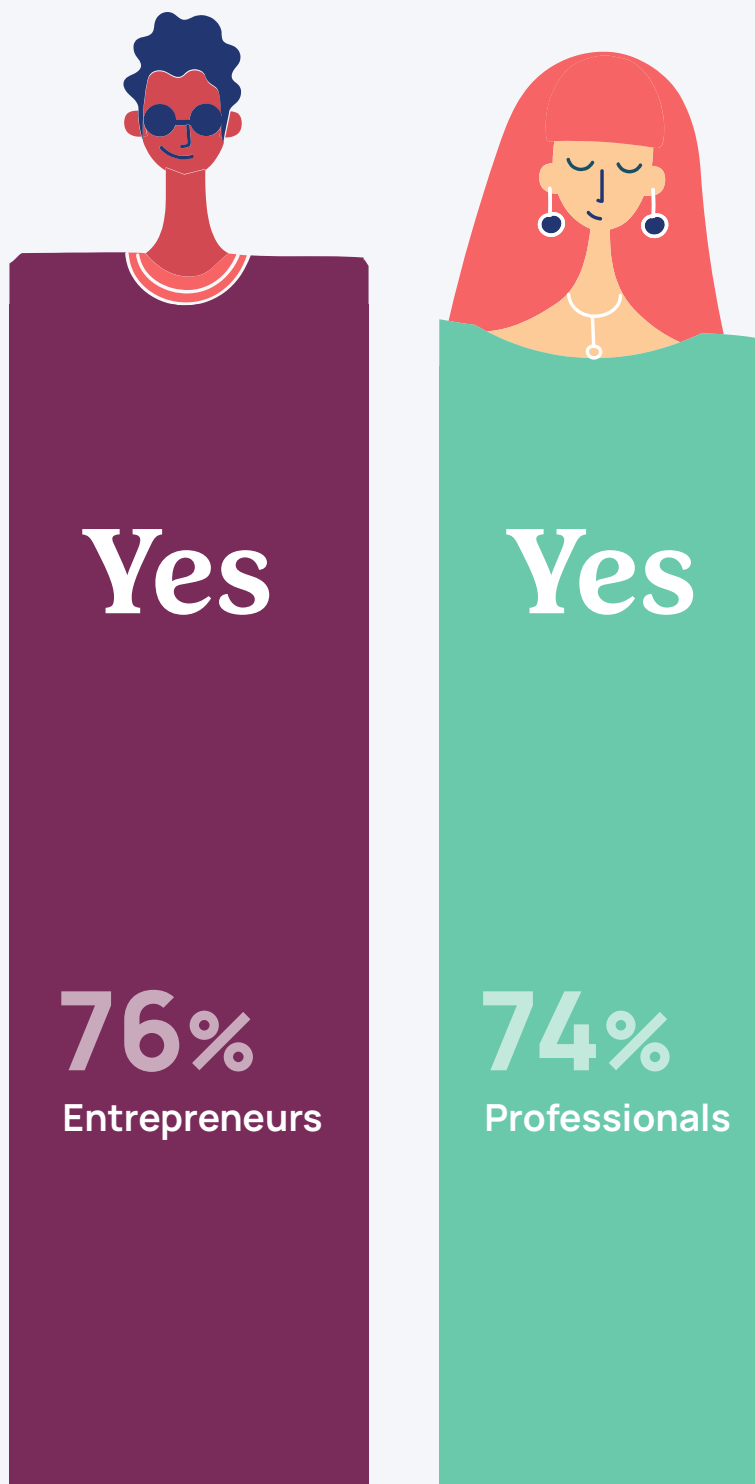
**32%**  
Gen X





**Stepping together  
into the new  
remote normal**

# Do you think **remote** work will become the new normal?



Entrepreneurs and professionals are very much on the same page when it comes to embracing remote work as the new way of working, experiencing and counting on its numerous benefits to improve their businesses and their lives.

**“It is cheaper to run with fewer overheads and allows businesses to recruit the best staff rather than those locally available.”**

**“I like to work at my rhythm and to work in different places. I also learned to travel and work at the same time. Finally, my wife is a professional photographer, and this way, we can be together more often.”**



**Enhancing happiness  
and engagement**

We asked **entrepreneurs**  
what was the driving factor  
to start a business

Freedom **48%**

Passion **28%**

Achievement **10%**

Control **7%**

Money **3%**

Being an entrepreneur is less and less about money and power and more about freedom and passion. In alignment with that, remote working presents a great opportunity for entrepreneurs to reinforce this feeling of freedom, as well as the chance to build teams brought together by common purpose and passion, rather than geographical closeness.



What benefits most appeal to **professionals** besides remote working?

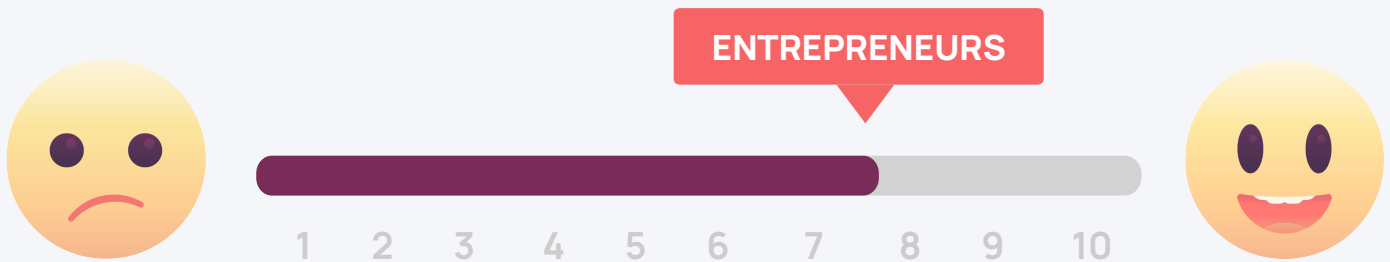
**Healthcare 69%**

**Education & courses 63%**

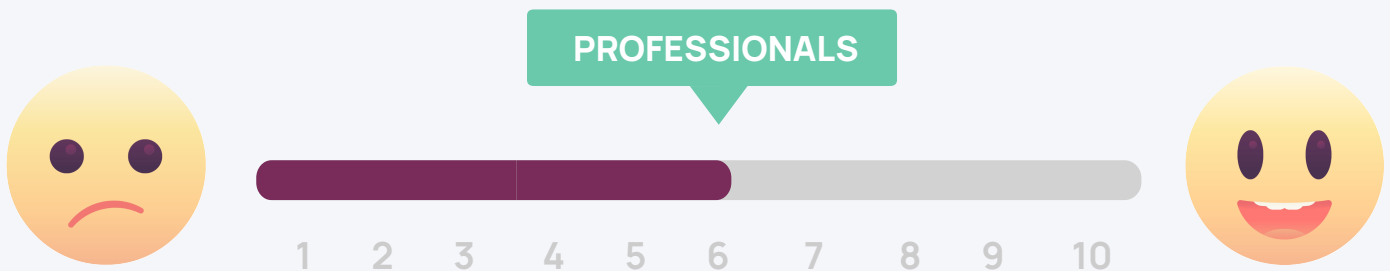
**Coaching (Career/Life/Mindset) 54%**

Having healthcare benefits is the most sought-after perk for professionals moving into the remote era, followed closely by a desire for growth and expansion. Employers who are able to integrate these into their remote policies will be the first to attract top quality professionals.

Then we asked **how happy** they were with their current team



**Only 45%** of Entrepreneurs survey their teams about their happiness / engagement levels



Professionals are generally less happy in their roles than entrepreneurs are with their teams, which is leading to lower retention rates .

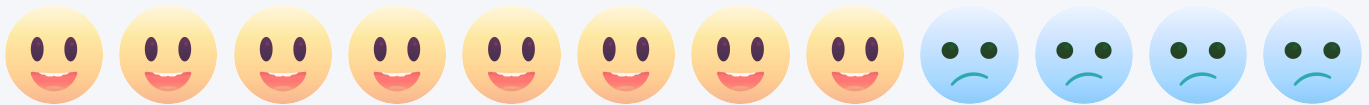
**61%**, of all the professionals responding to our survey, stated they were actively looking to change their jobs.

# Assuming none of your team worked for you today... what percentage of them would you **hire again?**

**Only 42%** would hire their whole team again



**38%** would hire 75% their current team



**10%** would hire half of their current team



When it comes to the biggest challenges they experience with their teams, entrepreneurs most cited concerns were engagement, accountability, and alignment to the goals. On the other side professionals shared lacking communication and connection, and a need for better cultures.



**Looking for cultural  
fit and alignment**

# What is the most important factor when considering a **new hire**?

**36%**  
Skills and experience

**30%**  
Cultural fit and alignment

After salary, **cultural alignment** is the second most important factor for Professionals too. **(27%)**

**8%**  
Salary level within budget

**14%**  
Transparency and honesty

**2%**  
Time zones (if remote)



Only

**23%**

Of entrepreneurs  
are entirely satisfied  
with their recruitment  
process.



The hiring process is most frequently handled by the Founder or CEO (**70%**), using their personal network (**48%**) and online job boards (**27%**)

# At the recruiting stage what is the most difficult for **entrepreneurs** and **professionals**?

**Business owners** want to move their business forward and they need a team to make this happen but they find recruiting the right people with the right skills and mindset to be a challenge.

They also experience challenges hiring within budget and managing the often time-consuming recruitment process and heavy admin work around it.

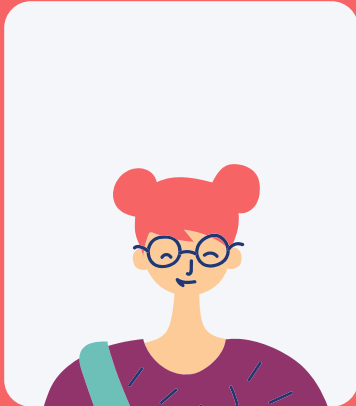
The factor of trust came up often, not knowing if their new hires will have the skills and engagement they say they have in order to achieve business goals and lacking the tools to find, vet and choose the right candidates.

**Professionals** are looking for freedom and flexibility in their roles, but feel challenged with finding remote positions where they can also enjoy the security and benefits of traditional work.

There's also an increase in people's desire to find meaning and purpose in their work, as well as alignment to their personal values. Finding a role that meets all these criteria is a difficult journey for them.

Transparent company cultures and opportunities for growth also came up as a main concern for professionals. They often struggle to understand the true dynamics of a company's culture and what is expected from them. Not knowing if the job will fulfil their personal growth and passions can cause doubts when applying.

# Biggest challenges for entrepreneurs



"Having the time to find the right person with the right skills."

"Finding people who will be dedicated and committed while working remotely."

"Getting the right person at an affordable rate."

"Finding qualified individuals and diversity."

"Finding someone who I can trust, as it's purely remote."

"It's time consuming and admin heavy."

# Biggest challenges for professionals



"Finding something that aligns my experience and education with the type of flexibility and security that I am seeking."

"Freedom and aligning with my values."

"Finding the right company and right fit."

"Finding a job that both fulfills my desire to make a difference/impact and meets my economic needs."

"Finding remote positions with health benefits."



# Remote work is the just the **first step**



Working remotely enhances the sense of freedom for both Entrepreneurs and Professionals, since this lifestyle allows for more flexibility of where work is performed.

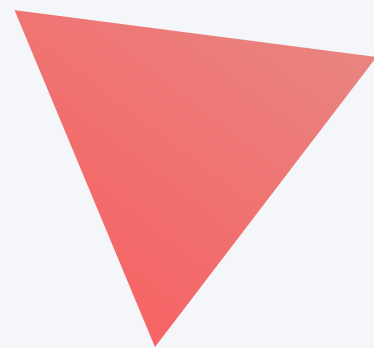
But when we asked about their happiness and satisfaction with their current teams and roles, we clearly see that there is room for improvement in **how** the work is performed and more importantly in **why** they do what they do within their organizations.

We believe that culture alignment and clear expectations when hiring a remote team or choosing a remote role is crucial for the individual growth of everyone in a remote company, translating in the growth of the business itself.



**Only 3%** of Entrepreneurs and Professionals want to work full time at a physical office when moving forward after COVID.

The rest want flexibility between working remotely and working at an office.



**61%**

**prefer a fully remote environment**





I want to travel

ENTREPRENEUR



I want time with my kids

PROFESSIONAL



I don't want to commute

ENTREPRENEUR



I can focus better

PROFESSIONAL



I will reduce my costs

ENTREPRENEUR



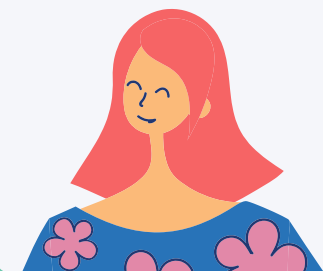
I want to save time

PROFESSIONAL



I want an aligned team

ENTREPRENEUR



I want to keep learning

PROFESSIONAL



The future of work is

**remote,  
global,  
&  
happy.**

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