

WORKshift



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TRENDS

Mobility is not going to moderate

45%

The amount of the day that employees actually spend at their desks.

Has technology's promise to create work/life balance failed?

75%

Increase in virtual collaboration from 2011-2012

GENSLER RESEARCH

82% of companies of Forbes 2011 100 best companies to work for offered flexible work options

"In 2019, Gen X will finally be in charge. And they will make some big changes."

GLOBAL LEAD

TODAY CANADIANS ARE MORE STRESSED OUT THAN EVER BEFORE.

Canadian cities report some of the worst congestion in the world

There are more mobile connections being made each day than people being born.

"If you understand the Net Generation (Y), you will understand the future. You will also understand how our institutions and society need to change today."

DON TAPSCOTT

76%

Total working-at-home population that work for the for-profit sector

Vibrant cities have to attract motivated, successful people and forward thinking businesses

Impacts of peak commuting and more vehicles is crushing public transportation and infrastructure

COLLABORATION
VS
PRESENTEEISM

WORKshift

EXECUTIVE SUMMARY

WORKshift is:

A management strategy/culture by which employees are empowered to work **where and when** they are most effective with a focus on results rather than presenteeism.

For Halifax, **WORKshift** is:

A **business-friendly, environmentally responsible strategy** that promotes increased employee productivity, reduces unnecessary commutes and reduces the strain on public transportation and roads.

VALUE PROPOSITION

- Reduce congestion
- Improve livability
- Attract talent
- Economic development- attract business
- Reduce stress on infrastructure
- Be seen as a Smart City
- Reduce CO2 emissions
- Disaster preparedness
- Maintain leadership position in green cities space

What WORKshift provides: a turn-key approach with a trusted process and brand to promote remote work and accelerate adoption in Halifax (and region)

RESULTS

- Defacto brand for all things flexible work in Canada
- **Demand for replication** across Canada and US (and beyond)
- On trend: in excess of **100 unpaid media hits**
- >25,000 unique visits to website
- 2 city-wide **WORKshift Weeks** embraced by media and business leaders alike
- Received national and international attention for its unique approach to “how we work” from a social, economic and environmental perspective
- **Economic Development:** 2 int’l businesses select Calgary as their head office citing WORKshift as a key influencer in decision
- Have worked hands- on with **>35 organizations** (some have branded their initiatives WORKshift)
- Major awards and recognition for most innovative economic development program

WHY BECOME A WORKSHIFT AFFILIATE PARTNER?

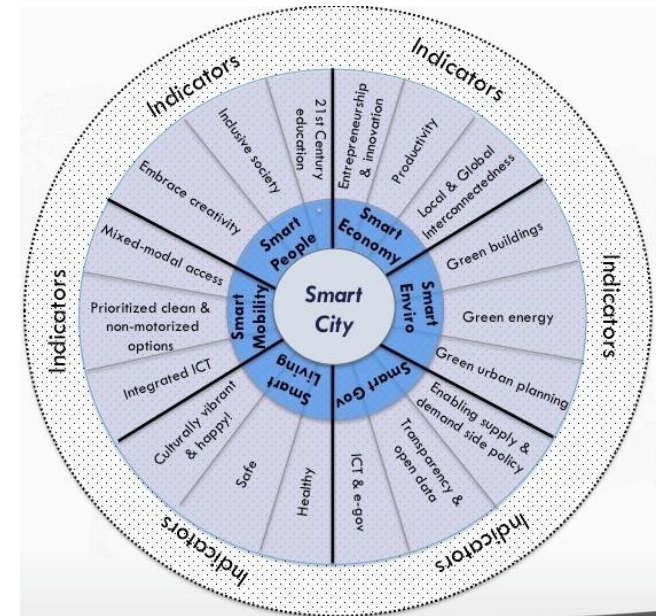
Considerable benefits exist for Halifax as a City Affiliate

QUALITATIVE

- Intellectual capital in contributing to WORKshift's strategic direction
- National / international exposure as a Smart City
- Media, advertising, events, etc.
- Access to expert partners for broader solutions

QUANTITATIVE

- Reduction of infrastructure investment
- Reduction of transit and commuting expenses
- New employee and business attraction
- Access to data as collected by WORKshift app, surveys, etc.



Why become a WORKshift affiliate partner?

The Municipal Toolkit

- ✓ Infrastructure
- ✓ Awareness/PR/media
- ✓ Community & business engagement
- ✓ Impact assessment
- ✓ Benchmarking/data



THE WORK/LIFE BALANCE PROMISED BY TECHNOLOGY HAS FAILED.

We've got the answer.
It's called WORKshift and it's how everyone will work in the future.

- LEARN ABOUT WORKSHIFT
- START WORKSHIFT

Stay Connected

Sign up to receive related news and updates from WORKshift.

Your Name *

Email Address *

* Required Fields

SUBMIT

Latest News ▾

- Employee Benefits**

Working from home occasionally can lower stress and save you commuter costs. Did you know it can also make you more productive?

 - HOW DO I START?
 - VIEW UPSIDE
- Big Business Gains**

Is it possible to increase company productivity and reduce expenses while also being the employer of choice for the best and brightest?

 - VIEW UPSIDE
- Helping My City**

By reducing how much we commute, we can reduce our city's carbon footprint, reduce gridlock and free up our time.

 - REDUCE CO2

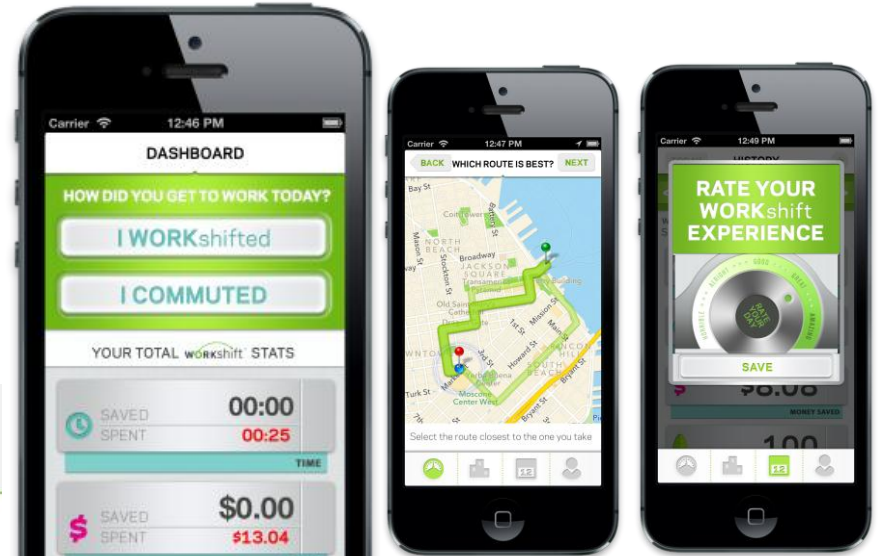
- HRReporter.com: Rebuilding Trust a Business Imperative**
January 3rd, 2013
A recent Canadian Management Centre / Ipsos Reid survey that looked at employee engagement levels suggests that high levels of trust...
- READ ARTICLE
- LearnStuff.com: Take a break**
November 19th, 2012
We've all done it: worked through lunch or burned the midnight oil to finish something off. But here's the reality. Contrary to what we...
- READ ARTICLE

A STRATEGY TO FIX YOUR BIGGEST BUSINESS CHALLENGES?

WATCH VIDEO

GOT YOUR OWN REASONS FOR WORKSHIFT? SHARE THEM WITH YOUR BOSS.

BUILD YOUR BUSINESS CASE



THE OPPORTUNITY FOR HALIFAX

- **Risk Mitigation:** we have a program with accolades and a track record of success.
- **Tested approach:** This includes a take-to-market strategy, a media relations and PR strategy and tools and resources
- **Speed to market** without starting from scratch / duplicating investment
- **Cost:** WORKshift is the result of four years and > \$1.5M of investment; it's ready for adoption by other cities at the fraction of the cost
- **Research:** access to WORKshift's aggregated data and resulting research
- **Brand recognition/credibility:** International interest and inbound inquiries to adopt WORKshift abroad are growing.
- **We have an app for that!** Tracks time saved, CO2 emissions avoided, kms reduced and the overall satisfaction
- **Be part of a Canadian brand/success story!** The community of cities adopting WORKshift will create the first national ecosystem dedicated to this.

NEXT STEPS

Vote yes for WORKshift!

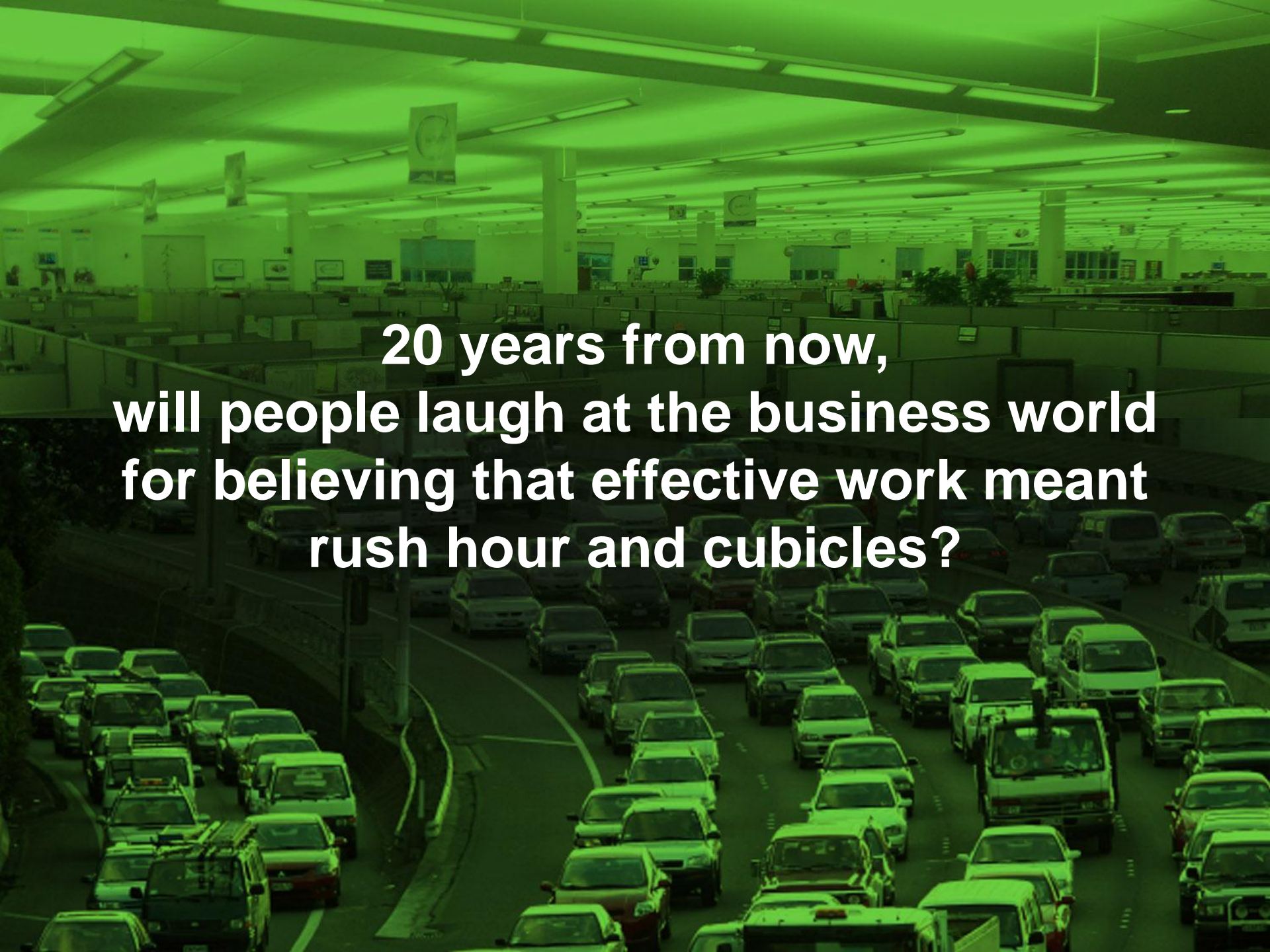
* Funding for WORKshift has been earmarked with 50% of the costs coming from NS Moves Provincial grant

"It's good for the environment and work-life balance, and will improve our nation's productivity, which adds to greater business success."

Mayor Mike Savage as Member of
Parliament leading National Work from
Home Day motion



The future is knocking...



**20 years from now,
will people laugh at the business world
for believing that effective work meant
rush hour and cubicles?**