





## Flexible working patterns will become the norm

As professionals juggle the demands of work-life and home-life all in the same place, many employers have relaxed rules about workers starting and ending their days at a set time.

"I think you'll see a new norm around trust and respect" in the ways employers manage their staff moving forward, [says career coach Julie Kratz](#). "By all means, it's not about throwing out all the rules," she emphasises, "but it's about letting people co-create them".

This may also benefit women in the workplace - allowing them more flexibility to balance working, caring and home life. According to Elise Gould, senior economist at the Economic Policy Institute, [these policies could have a positive benefit on working women](#), allowing them to "make a schedule around the other responsibilities they have."

In 2019, [Henley Business School](#) ran a research project involving over 500 business leaders and 2,000 employees, including businesses that have already implemented a four-day working week (33% of businesses surveyed), looking into the benefits, challenges and alternatives to a four-day working week. The main benefits found were:

-  Improving the ability to attract and retain talent
-  Increasing overall employee satisfaction
-  Reporting lower employee sickness levels
-  Increasing productivity.

These benefits have a huge financial impact: the combined savings to UK business is already as high as £92 billion a year, 2% of total annual turnover. And 75% of the businesses surveyed said that offering staff flexible working is important in retaining the 'Quadgen' workforce.