

# LABOUR DAY RETURN-TO-WORK INSIGHTS

*A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.*

Labour Day weekend exists to celebrate the achievements of workers coming to a consensus on employment practices. This year has certainly been different than any other for employees and employers, and Labour Day happens to coincide with reduced COVID-19 cases in Canada, making it the perfect time to reflect on the return-to-work plans you're considering for your workplace.

If you haven't already, putting together a survey for your employees to gauge their feelings and comfort levels about returning to the office is a great starting point. Consider a spectrum of return-to-work options; many tech companies are adopting remote work as the "new norm", allowing workers to continue working from home and avoid long commutes.

While there is a tug-of-war among some larger companies and their employees between the continuation of working from home and returning to the office, it seems that the workforce as a whole is shifting to a more dynamic workplace.



## Well-being Check

Even though it's been more than a year since we were first struck with the news of the pandemic, McKinsey has four evergreen key actions that organizations can follow to increase employee trust.

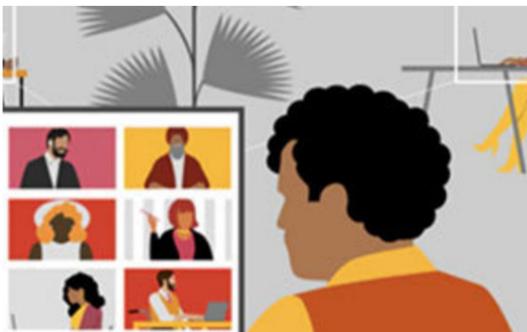
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## Office Upgrades

Jazz up the office to make it both enticing and comfortable for employees to return to when the time is right. Some fun upgrades could include water cooler break areas, a ping pong table, and more.

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## Workplace Culture Insights

Has your view on remote work changed over the past year? Survey findings have shown that remote work has been an overwhelming success, and employers have shifted to positive attitudes about it.

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## Executive Decision

In contrast to employees surveyed who stated they were just as productive as home, Fortune 500 executives were less likely to say the same, with a few believing that certain teams suffered.

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## What caught our interest this month

[7 Content Marketing Trends to Watch in 2021](#)

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