



3 WAYS HIRING REMOTE WORKERS CAN BOOST YOUR BUSINESS

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Some people dread working with remote workers, usually freelancers. There is a stigma attached to them that goes in the line of disorganized, irresponsible, unreliable professionals (can they be called professionals, anyway?). But if you look closer, you will find that **hiring remote workers can actually bring many benefits to your business**. Here are just three of them.

Increased productivity

While you might imagine a remote worker sleeping late and spending hours on Netflix instead of working on your project, there is evidence that working from home **increases productivity**. Consider these:

- Flexible hours mean **working when they are more productive**. You may have heard about “early birds” and “night owls”. The first

group prefers to work early in the morning; those who fit into the second thrive during the evening, even late at night. [This article](#) explains how these chronotypes are said to be part of our DNA, how difficult it can be for a group to try to adapt to the timing of the other, and the effects this has on their work, even having an impact on economy.

- People who work from home feel more comfortable, can avoid distractions, and hence **take shorter breaks**. They can also **spend more hours at work**, since they don’t waste time commuting to work. Their ability to better control their work-life balance, and even eat healthier, makes them happier, less stressed and **less prone to get sick** altogether. Just imagine

going to work under a heavy snow or rain. If you are sick, the CDC recommends staying home, but most times you feel good enough to work. Working remotely therefore translates into less time off work due to sick leave.

Stanford economics professor Nick Bloom conducted a study[1] showing these and other benefits of working from home. The participants who worked from home, for example, **increased their productivity by 13.5%** over those who worked in the office, which equals to **one whole additional work day** from each worker.

Better talent acquisition

The possibility of hiring remote workers means that you can partner with the **best possible talent**, no matter where they live. You can have the best of the best working for you, with **no geographical restrictions**. Even different time zones can be useful, with workers **on the job while you are sleeping**.

Also, telecommuters are **highly educated**. According to the report 2017 State of Telecommuting in the

U.S. Employee Workforce[2], “telecommuters are, on average, more highly educated than other employees. Approximately 53% have at least a bachelor’s degree, compared to 37% of non-telecommuters.” In Argentina, Workana reports[3] that almost 70% of the freelancers they surveyed had either a university degree, or other higher education level, even master’s degrees. They also **continue their professional development** through books and courses.

In translation and localization, it is very important for the professionals to be **based where the target language is spoken**. This allows them to better grasp all nuances of the language and culture they have to reach through translation. So say you need to translate content aimed at Latin American Spanish speakers, you should find a translator who lives in that region.

Huge cost savings

In the study mentioned above, the company which participated **saved some \$2,000 per employee** who

worked from home. In addition, there was a **50% drop in attrition rates** among remote workers compared to those who worked at the office.

The US report on telecommuters quoted stated that "employers can save over **\$11,000 per half-time telecommuter per year**. If the telecommuting workforce expanded to include those who could and wanted to work from home, the potential employer savings could approach **\$690 million a year**."

You can think of reduced office space, use of electricity and other utilities. Also, talent retention **saves recruitment and training time and costs**. This can apply both to employees and freelancers, since this last group can also increase their productivity when they get to know better the company they are collaborating with. This smooth communication saves time and costs from both sides.

A plus

These are three of the most important aspects in which remote workers can be beneficial for your business. Do you still need more reasons? I will add two:

- Telecommuters help **reduce greenhouse gas emissions**. Less commuting, less pollution. You can read more about this [here](#).
- You may think that you cannot hire remote workers in your industry, but this working method continues to expand. You can find these professionals in areas such as Legal, Science, Project Management, Engineering, Marketing, Mortgage and Real Estate, Nonprofit and Philanthropy, Insurance, and Math and Economics, according to Business Insider. And of course, in **Translation and Localization** as well.

Sure, not everybody likes working from home. You need to have the right environment to work from home. But in general, these circumstances can be more easily handled and adapted. There might be other (few) perils to this way of working. However, for the most part, you can find **many benefits** from hiring remote workers. Why not consider it?

**INCREASE
PRODUCTIVITY**

**FIND THE
BEST TALENT**

**HELP REDUCE
EMISSIONS**

**SAVE
COSTS**

**FIND THEM IN
SEVERAL
INDUSTRIES**

References:

[1] You can find the original study

at <https://nblloom.people.stanford.edu/sites/g/files/sbiybj4746/f/wfh.pdf>

You can also read this article about the study at

<https://www.gsb.stanford.edu/insights/researchers-flexibility-may-be-key-increased-productivity>


If you don't feel like reading, here is the TED talk in which professor Bloom talks about his study: <https://www.youtube.com/watch?v=oiUyyZPIHyY>

[2] [https://cdn.thepennyhoarder.com/wp-](https://cdn.thepennyhoarder.com/wp-content/uploads/2017/06/30140000/State_Of_Telecommuting_U.S._Employee_Workforce.pdf)


[content/uploads/2017/06/30140000/State_Of_Telecommuting_U.S._Employee_Workforce.pdf](https://cdn.thepennyhoarder.com/wp-content/uploads/2017/06/30140000/State_Of_Telecommuting_U.S._Employee_Workforce.pdf)

[3] <https://reporte.workana.com/>

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