

[View this email in your browser](#)



Working Remotely — Where do we go from here?

To our friends and clients,

In the pre-COVID-19 insurance agency/brokerage world, remote work was occasionally seen but not widespread. With the arrival of COVID-19, however, and the new requirement to work remotely, both agency employees and principals found that it generally works quite well given our industry's level of automation and largely paperless environment and that remote work even has some material advantages.

Employees enjoy the lack of a commute, the convenience of working at home and being closer to family, and the enhanced productivity that comes from eliminating office distractions. At the same time, remote work can negatively impact effective communications, result in a lack of connection with fellow employees, and lead to loneliness and social isolation. Although productivity may increase, remote work can create challenges in setting appropriate boundaries between work and "life." Not all employees are well equipped to work remotely and may have habits that actually make them less productive and potentially feel less fulfilled.

will be important for agency principals to consider whether they want to go back to the ways things were or if they want to move to an environment where remote work is more widely practiced and effectively executed.

While remote work has advantages for employees, there are also meaningful advantages for employers as well. The potential to rent less office space will be attractive, but the greatest advantage may be the ability to hire people across distances and avoid relocating them. In many markets, the increased flexibility of remote work also makes job opportunities more appealing. Increasing your target labor pool and giving you an advantage in hiring from that larger pool are huge positives.

Some agents/brokerages may offer full-time remote work, while others will offer enhanced flexibility to choose when to work from home. Whatever the option, a clearly defined and consistently implemented policy is essential. Once you open this door, it will be difficult to reverse course and eliminate previously allowed flexibility.

If remote working will be part of your long-term plans, we recommend you also provide the tools, training, and accountability needed for your remote work employees to be most successful. Additionally, a communication plan is needed to ensure remote work team members receive the feedback (including positive affirmation) needed and remain socially connected. There are strong COVID-19 arguments for “physical distancing,” but no good arguments for relational isolation or loss of corporate alignment.

Insurance agents and brokers already provide many career opportunities and advantages including a resiliency to market swings and even pandemics. Providing a well-developed remote work option may be a great way to add yet another positive advantage for your employees and your firm.

Bobby Reagan

Partner, Reagan Consulting

[Email Bobby directly >>>](#)



[ReaganView](#) is Reagan Consulting’s forum for providing an occasional perspective on issues and opportunities relevant to the insurance distribution system

*This document includes only general information and should not be relied upon as legal, tax or compliance advice.

Do you want to receive ReaganView directly in your inbox? Subscribe to our list to ensure you never miss an edition.

Subscribe to ReaganView



Would you like to contact us directly?

Find all of our contact information via our website [here](#).



Subscribe

Past Issues

Translate ▼

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).