

IT'S
about **TIME**



WORK TIME
REDUCTION

Center of Excellence

Your Motivation, Our Mission

The momentum building behind the shorter working week movement has been growing exponentially all over the world in recent years, with more and more organizations from a diverse range of industries introducing reduced-hour schedules, and more and more evidence building of the range of positive benefits that this new way of working brings.



WELLBEING

Reduced working time has been shown in numerous studies to result in improved work- life balance, reduced work-related stress and burnout, and numerous other wellbeing benefits for employees.

In a long-running trial of reduced working hours in **Iceland** between 2015 and 2019, researchers reported a **“dramatic” improvement in employee well-being**, including lower stress and a better work-life balance over the trial period.

RECRUITMENT AND RETENTION

Increasingly in recent years, as flexible working has become the norm in many industries and labor market competition has increased due to the impact of ‘The Great Resignation’, many companies are turning to the shorter working week as a vehicle to give them a competitive edge when it comes to talent attraction and retention.

Atom Bank, the fintech and app-based challenger bank who are the largest UK business to date to implement the four-day week across their entire workforce, have experienced an increase of over **49% in applications for open job postings since switching to the four-day week**.

Meanwhile, **Healthwise**, the leading health information non-profit based in Boise, Idaho in the United States, moved to a four-day week in August 2021 **to combat challenges with high levels of employee turnover**. Since then, their unplanned staff attrition has fallen to effectively zero.

PRODUCTIVITY

Organizations have used the offer of a shorter working week to align their business objectives with the individual interests of employees, to create a more results-focused work environment and a more motivated and efficient workforce.

The landmark four-day week trial by New Zealand-based trust company **Perpetual Guardian** in 2018 found a 20% increase in productivity. More recently, **95% of the companies participating in the world’s largest four- day week trial to date in the U.K. reported that productivity had increased or is remaining stable in less time.**

How Can We Help You?

AHEAD OF THE CURVE

91% of senior managers support the concept of a four-day week.* A staggering 69%* expect their employer to make this switch sometime within the next 5 years.

But how many are actively taking steps to make this happen in their organization? How many are being proactive pioneers rather than passive passengers?

At the **Work Time Reduction Center of Excellence**, we offer:

- **World-leading knowledge of implementing shorter work weeks across a wide range of different organizations and industries**
- **Experience in managing large-scale change projects**
- **Specialist expertise in operational efficiency**

This combined package is the special sauce to help organizations get ahead of the curve on the four-day week, and position themselves as industry leaders when it comes to attracting and retaining the best talent.

The opportunity to differentiate is now.

ROAD TO WORK TIME REDUCTION

While the principles behind work time reduction remain the same, there are many alternative models to the **#4DayWeek** that you can consider.

We help you evaluate the right approach for your specific context and circumstances, and partner with you to implement this in your business.

- **Reduce overwork within existing structure to improve organizational efficiency and employee balance**
- **9-day fortnights**
- **Shorter work days**
- **Half-day Fridays**
- **'Flex' or 'Freedom' Fridays (no meetings or fixed work commitments)**
- **'Summer Fridays'**

Often this is a step in the right direction to a four-day week, and sometimes it might be the final destination.

*According to new research from Robert Half.

Our Services

The WTRCoE is an umbrella organization for the following three distinct areas of focus and streams of activity which will support and scale the shorter working week movement:

TRANSFORMATION

Designing bespoke, specialized consulting services and supports, and providing expert advice for leaders and companies who want to help their organizations and people to work shorter and smarter.

TECHNOLOGY

Developing high-tech digital tools, products and software to help organizations and individuals who want to work more efficiently in order to reduce their hours to make change and measure change.

TESTING

Investing in world-class future of work research and experimentation, with an emphasis on the impact and feasibility of work time reduction.

Our team will partner with you to leverage and utilize all of your productive capacity to start working smarter, and create a pathway to working less.

This can include a focus on:

- meetings
- prioritization
- operational efficiency and process improvement
- digital distraction and mindful technology usage
- interruptions, flow states and task switching
- workday redesign
- resource demand and workload allocation
- scheduling, service coverage and logistics
- asynchronous communications
- innovation, creativity and unlocked potential

In short, we are experts in managing time and maximizing efficiency.

WORK TIME

REDUCTION

ROADMAP

1. AMBITION FOR SHORTER WEEK BUT NOT READY

Operational excellence program to redesign work schedules, practices and processes and lay the bedrock for change.



2. CONVINCING YOUR BOSS/BOARD

Business case preparation to achieve internal understanding, buy-in and support.



3. TRIALED AND TESTED

Targeted experiments and trials in discrete locations or departments to learn, inform, adapt and iterate.

GRADUAL, INCREMENTAL WORK TIME REDUCTION

Assessment and testing of flexible options including 9-Day Fortnights and 'Flex Fridays', development of long-term transformation targets and plans.



5. MAINTAIN AND BUILD ON SUCCESS

Sustainability and continuous improvement programs, PR & communications campaigns.



4. SHORTER WORK WEEK TRANSFORMATION

Trial design, planning & preparation, implementation support and assessment.

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What Are People Saying?



Atom

“

Our experience in planning for and moving to a **4-DAY WEEK** has shown that it is possible for businesses to do this and bring **HUGE BENEFITS** to their people.

*Anne-Marie Lister
CPO, Atom Bank*

“ The **4-DAY WEEK** offers Awin and ShareASale staff the opportunity to spend time with family, focus on a passion or engage in additional learning so the time they do spend at work is the **MOST PRODUCTIVE** it can be.

*Adam Ross
COO, Awin*



Unilever

“

We've had **STRONG BUSINESS PERFORMANCE**, high engagement, **PEOPLE FEELING HAPPIER**, and time spent in meetings also coming down.

*Placid Jover
CTO, Unilever*



GLOBAL FOUR-DAY WEEK PILOTS

Research from Boston College on recent four-day week pilots in the US and Ireland heralded the trials as 'a resounding success on virtually every dimension'.

Revenue rose approximately 8% over the trial, and was up 35% in comparison to the same period in 2021.

Revenue



None of the companies expressed an intention to abandon the policy after the trial.



- 55% would require a pay increase of over 25% to take a five-day job
- 32% would take a pay increase of less than 25%
- 13% stated that no amount of money would induce them to accept a return to the five-day week!

About Us

The Work Time Reduction Center of Excellence (WTRCoE) is a partnership initiative between former 4 Day Week Global CEO Joe O'Connor, and leading people-first transformation company Curium Solutions.



Joe O'Connor
Director, WTR Center of Excellence



Andy Dawson
Director, Curium Solutions



Grace Tallon
Head of Operations, WTR Center of Excellence

Bringing together Joe's experience in partnering with organizations all over the world to design, coordinate and implement shorter work week trials, alongside Curium's expertise in operational excellence and the WTRCoE research team and expert advisory group, the WTRCoE supports and scales the widespread worldwide adoption of reduced hour schedules.

Expert Advisory Group



Michael Pedersen
Associate Professor,
Copenhagen Business
School



Juliet Schor
Economist and
Sociology Professor,
Boston College



**Dr Patricia Campos-
Medina**
Executive Director,
Cornell University



Tessa Ohlendorf
Managing Director,
Media Monks



Sally Clarke
Co-Director, Human
Leaders



Quinn Ross
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Chris Cummings
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Emily Hatton
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Jon Leland
Chief Strategy
Officer, Kickstarter



Pernille Abildgaard
Director, Take Back
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Adam Elliot Husney
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Are You Ready For A Shorter Working Week?

Work Time Reduction Center of Excellence

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