

# WOWe

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***Faster and more flexible communication is making it easier for businesses of all sizes and description to offer flexible working and with it, assisting employees in achieving work life balance. Chwarae Teg is keen that more businesses embrace the opportunities for workplace flexibility that advances in technology affords.***

The use of ICT has become second nature for many, giving more people the freedom to work from various locations at various times. With this kind of flexibility, comes the opportunity for everyone to build successful enterprises, careers, and maintain a healthy balance between work and life.

Hayley Dunne, business development manager at Chwarae Teg explains: "The business case for making flexible working an option by embracing technology, has been proven time and again, and without any compromise to business standards. It is not by chance that major companies such as BT and Admiral have long since championed flexible working practices. ICT can be an important tool for flexible working as it supports remote and home working thereby giving people and organisations flexibility to manage both their working and home lives.

"Our work with organisations throughout Wales, both from the private and public sectors large and small has found that not only does flexible working help improve recruitment and retention, thereby attracting and retaining the most talented staff, flexible working practices increase productivity as a result of better motivation, reduced stress and absenteeism.

These are all tangible business benefits that positively affect the bottom line.

For employees the rewards can be equally beneficial. An employer offering flexibility in the workplace provides the employee with freedom to juggle responsibilities inside and outside of work resulting in an increased self-motivation to succeed and loyalty to the employer.

For some time now there's been a gradual, yet unstoppable, change taking place in the pattern of people's work, right across the Welsh economy – a workplace revolution.

To help businesses join in and benefit from this revolution Chwarae Teg is inaugurating its 'Better Balance, Better Business' conference on 29<sup>h</sup> March 2007 at the Hilton Hotel in Cardiff.

Among a panel of respected speakers is former CBI boss Sir Digby Jones, who will be joined by other 'thought leaders' in the fields of business, organisational change, flexible working and work-life balance. It will be a fantastic opportunity to find out more about this workplace revolution and how both employers and employees can gain significant benefits from introducing a flexible approach to working practices.

***Chwarae Teg is Wales' leading organisation for the development of women in the economy. For more information, visit [www.chwaraeteg.com](http://www.chwaraeteg.com).***