

IS HYBRID WORKING DYING?



**MOVING THE GOALPOSTS:
ARE COMPANIES
GOING BACK TO THE OFFICE?**

THIS STUDY

TAKING A DETAILED LOOK INTO HOW HYBRID WORKING
IS CHANGING IN THE ACCOUNTANCY MARKET.

CURRENT LANDSCAPE

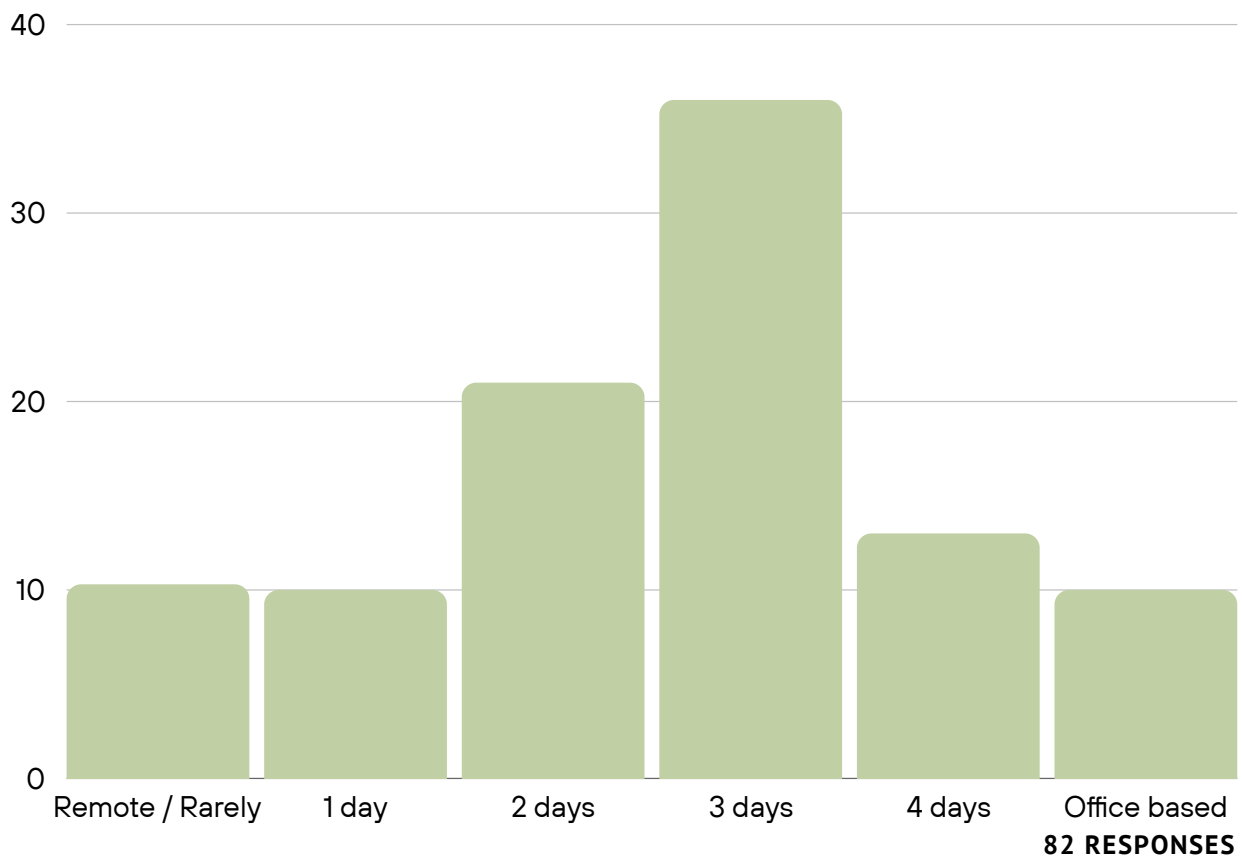
We live in a hybrid world.

The current accountancy landscape is hybrid.

The majority of the market (**57%**) go in to the office two or three days a week.

20% still rarely go into the office, a maximum of once a week.

CURRENT DAYS IN OFFICE



3 DAYS OR LESS

77% of Accountancy staff go into the office 3 days or less.



THE GAP

“

There exists a “gap” between “current” working practices and the working practices being advertised in new roles.

”

20% of candidates go into the office once or less a week.

This is a mix of fully remote companies, and candidates “taking advantage” of their current situation.

Their company is not remote, but their manager trusts them, the work gets done, so lets not rock the boat.

This is a “gap” of lost talent. These candidates are now “inaccessible” to most employers as they want to replicate their current arrangements.

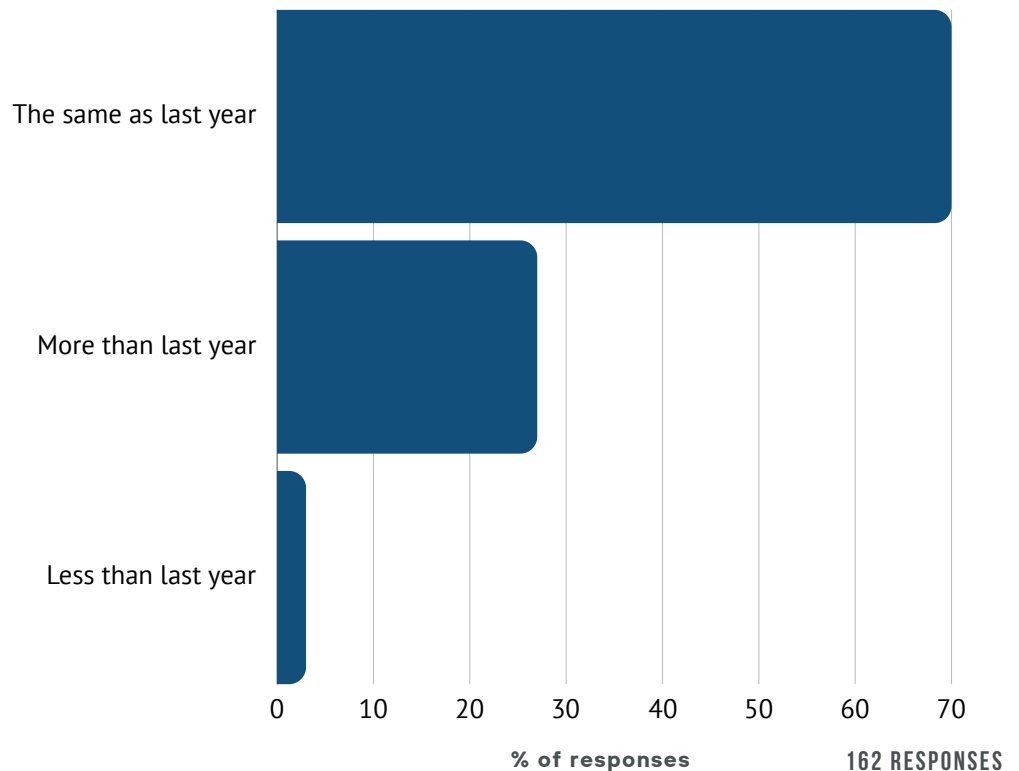
The 72% of companies wanting their staff in 2 days a week or more, will find it tough to tap into this particular talent pool.



THE FUTURE

QUESTION:

OVER THE NEXT 12 MONTHS
ARE YOU PLANNING TO GET YOUR TEAM IN THE
OFFICE MORE OR LESS?



3 OUT OF 4 COMPANIES ARE SETTLED

The majority of companies are now settled in their outlook. Those (27%) looking to change their policy are **favouring more time in the office.**

It is rare for a company to be going more remote at the moment.



INDUSTRIES

HOW DOES INDUSTRY EFFECT HYBRID

“

If a company cannot provide its service from home, its more likely to be an office based company.

”

Industry can have an impact on how flexible a company is.

Our research has found that if a company cannot get its “core workforce” to work from home, the option to work from home is less likely to be extended to its support functions, such as finance.

An Example:

A privately owned manufacturing business makes its money from highly skilled engineers producing car parts from its factory. This role cannot be done at home. Due to this, it feels “right” that the support functions are also office-based.

However, whilst engineers are by their nature, “in manufacturing”, an Accountant can be sector agnostic and simply move to a more flexible industry.



More flexible industries:

Technology, Software, Legal, Real Estate, Consultancy



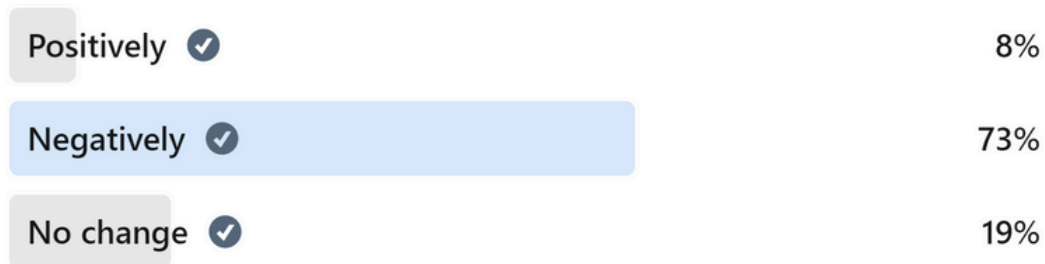
Less flexible industries:

Manufacturing, Construction, Logistics

BRAND PERCEPTION

If a company is fully office based, how does that effect your perception of their brand?

You can see how people vote. [Learn more](#)



546 votes • Poll closed

“ Being fully office based, negatively effected their perception of the companies brand for a majority of respondents. ”

Over 73% of applicants felt that being fully office based negatively impacted their view of the hiring company. In what still is a very competitive market, your business can be percieved as old fashioned.

The more flexible a business, the more it is percieved that they care about their employees.

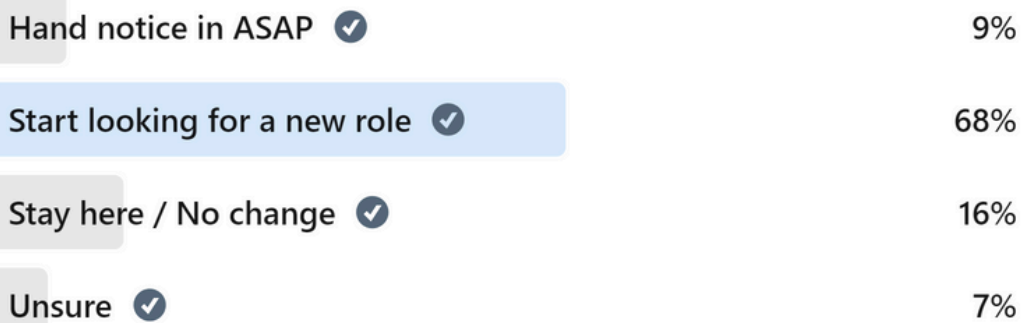
It is absolutely still possible to build a successful and talented team being fully office based, but it is harder, the talent pool will be shallower and wages may be higher.

MOVING TO 5 DAYS

THE FALL OUT OF GOING FULLY OFFICE BASED

If your current employer asked you to work from the office 5 days a week, from July 1st, what would you do?

You can see how people vote. [Learn more](#)



867 votes • Poll closed

We have seen a small but growing minority switch from Hybrid working to fully office-based.

For companies that plan to do this, **up to 77% of their staff may look to move on.**

This will not be an immediate wave of resignations, but staff turnover will increase and it will be more difficult to attract replacements.

THE DANGERS OF MOVING THE GOALPOSTS

KEEP IT CONSISTENT

The key takeaway here is to **keep it consistent.**

The biggest problem we see, is companies hiring staff on the premise of 1-2 days a week in the office, and then changing it further down the line to 3 or 4 days a week in the office.

This will no doubt introduce staff turnover and incur further recruitment costs.

The best advice we could give is to **pick a hybrid policy and stick to it.**

This policy needs to be agreed and then followed for years to come.



CANDIDATE ATTRACTION

HYBRID WORKING HELPS WITH TALENT
ATTRACTION

IT INCREASES THE TALENT POOL

The more hybrid a role, the further geographically the talent pool can be stretched.

FLEXIBLE COMPANIES ARE SEEN AS MORE FORWARD THINKING

Cutting edge companies are almost always Hybrid, which also promotes diversity.

OFFICE TIME IS VALUED

Having a base/head office is still highly valued by many. Many of those surveyed would actually prefer a hybrid role over a fully remote role.

TAKE CARE WITH REMOTE

Remote roles are the easiest to fill, but also require the most care and attention around onboarding. It can be easy to feel "left behind" when remote.



OUR ADVICE

3 DAYS IN THE OFFICE IS COMPETITIVE

3 days in the office and 2 days a week at home is a very competitive and well received hybrid policy that suits most roles, in most companies.

2 DAYS IN IS MARKET LEADING

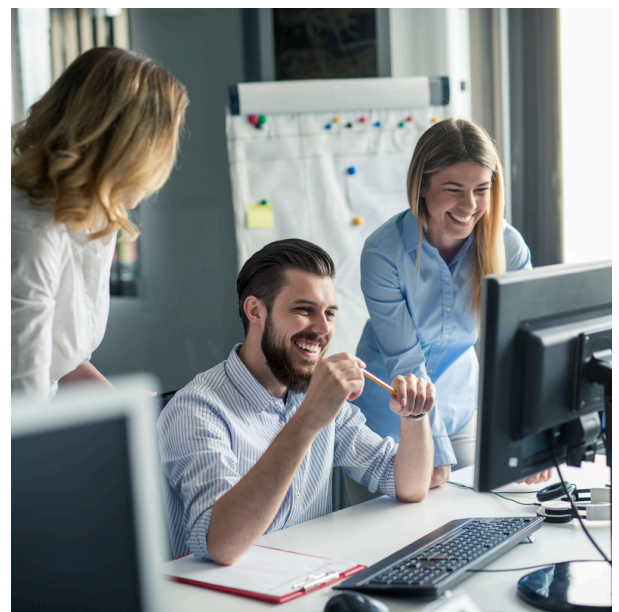
If you want to have a market leading hybrid policy, offer 1 or 2 days a week in the office.

IF YOUR ROLE IS NICHE

Think about taking the role more remote. Offering a role remote (or rarely office based) can take your talent pool from a 20 mile radius to a 200 mile radius!

WATCH YOUR ONBOARDING

Onboarding is more important than ever, especially in hybrid or remote roles. Be sure to have a clear plan for the first few months, especially for their days at home.





WE PLACE **THE BEST**
ACCOUNTANCY TALENT
INTO THE **BEST COMPANIES**

COUNTEDREC.CO.UK





LOOKING?

COUNTEDREC.CO.UK



DAN.TAYLOR@COUNTEDREC.COM