

The Future of Work: Digital-First, People-First

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By: Nancy Galaski, VP People & Culture

One of our core values at AudienceView is **Succeed Together**. Specifically, “We all win when we work as one. Community, support, and teamwork are the cornerstones of our daily interactions and fundamental to how we function across our teams.”

When COVID-19 forced our offices to close and our global team transitioned to work from home, we were frankly worried. The safety and well-being of our team members was, of course, foremost in our minds, but we were concerned that our tight-knit team might be negatively impacted by not being together in our offices.

As they so often do, the people of AudienceView exceeded all expectations. We found that having 100% of our team working remotely and leveraging technology to collaborate actually evened the playing field versus our prior mix of some at home and some in offices. Not only did our teamwork NOT suffer, it was strengthened.

So, we’ve made the decision to make AudienceView a digital-first company.

Some of the most forward-thinking and employee-centric companies in the world are moving to or have moved to a primarily work-from-home culture. This advancement in how we work will allow us to continue to **attract top talent** in an employee pool that is coming to expect and enjoy being able to work from anywhere. We are choosing to use our change to digital-first to enhance our value proposition to employees. As such, we will be launching employee conferences to bring all employees together and place value on employees connecting.

Further, our AudienceView clients are located throughout the world, in cities of all sizes and multiple countries. With a team that is distributed across the markets we serve, we can have **more staff closer to more of our clients**.

Finally, with offices in some of the biggest cities in the world, including London, New York and Toronto, we had employees that were spending hours each day commuting into offices. This change helps to **bring more balance to their lives** and helps us live out our commitment to ensure AudienceView continues to be a great place to work.

We’re thrilled to be able to support our team members this way, so we can continue to focus on our clients to help them make event magic.