

## Flexible working: The make-or-break of job offers

In its latest survey, global workplace provider, [Regus](#), has found that business people across Africa reveal flexible working is often the make-or-break of job offers. 77% reveal that they would choose one job over another similar one, if it offered flexible working and 70% confirm that flexible working also improves staff retention.



Recruitment is described as an expensive process that many global businesses are keen to reduce. It's cheaper to keep your employees than to lose them. A new recruit only achieves up to 60% output in the first three months of employment and takes at least six months for an employee to become 'value-adding'. What measures should businesses be prioritising to slash hiring costs, attract and retain top staff? Flexible working, respondents reveal, provides a solution to all three.

The survey, canvassing the opinions of more than 20,000 senior executives and business owners across countries, which includes East, North, West and South Africa, confirms that across Africa flexible working can be used to avoid employee churn (and the consequent expense of recruitment agencies) as 71% of respondents point to flexible working as a perk that attracts top talent.

The research also found that:

- 67% of respondents say offering flexible working makes employees more loyal;
- 60% say they would have stayed longer in their last position had flexible working been an option.
- 56% of workers would actually turn down a job that ruled out flexible working

Commenting on the study, Joanne Bushell, VP at Regus says: "Hiring and retaining top talent is an age-old priority for successful businesses, but not all companies can afford to offer golden bonuses or mouth-watering salaries while remaining competitive. Stemming churn is also vital to avoid incurring recruitment agency costs and the inconvenience of starting the hiring process.

"Flexible working, which is lower cost than fixed office working, offers the attractive perks of lower stress and a better work:life balance to existing and prospective employees, and provides a low cost solution to attract and retaining those top workers. It's also striking how mainstream the perk of flexible working has become with many respondents actually choosing their jobs on the basis of flexibility."