REMOTE
Office Not Required

JASON FRIED and DAVID HANSSON

JASON FRIED is the co-founder and president of 37 Signals, a software development company. He is a columnist for *Inc.* Magazine and a passionate advocate for business elegance – getting cool stuff done using Web-based tools which have the minimum number of features. He is the coauthor of *Rework* and *Getting Real* and is a graduate of the University of Arizona.

DAVID HANSSON is a partner at 37 Signals. He is the creator of a programming framework called Ruby on Rails which is infrastructure software used by Twitter, Hulu, Yellow Pages and thousands of other Web applications. David Hansson previously worked as a games developer and software developer. He also coauthored *Rework* and *Getting Real* and is a graduate of the Copenhagen Business School.

The Web site for this book is at 37signals.com/remote.
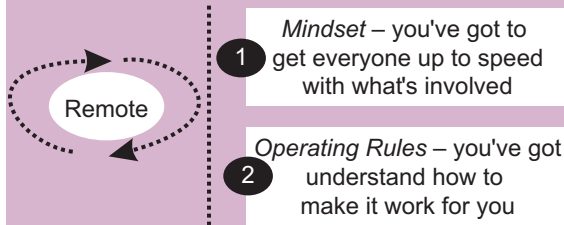
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MAIN IDEA

The time is right for allowing more workers to do their work remotely rather than keeping watch over them in a centralized office.

Remote

To make that happen, there are really just two things you need to get right:

Remote

1. *Mindset* – you've got to get everyone up to speed with what's involved

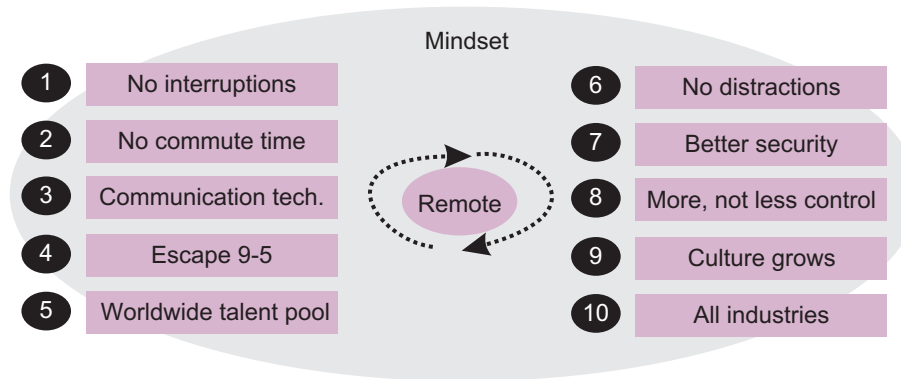2. *Operating Rules* – you've got understand how to make it work for you

If you get your mindset right and put in place some robust operating rules for how remote work will happen, you position your organization to take full advantage of the benefits of the growing remote work phenomena.

"Over the past decade, we've grown a successful software company, 37 Signals, from the seeds of remote work. We got started with one partner in Copenhagen and the other in Chicago. Since then, we've expanded to thirty-six people spread out all over the globe, serving millions of users in just about every country in the world. We'll draw on this rich experience to show how remote work has opened the door to a new era of freedom and luxury. A brave new world beyond the industrial-age belief in The Office. A world where we leave behind the dusty old notion of outsourcing as a way to increase work output at the lowest cost and replace it with a new ideal – one in which remote work increases both quality of work and job satisfaction."
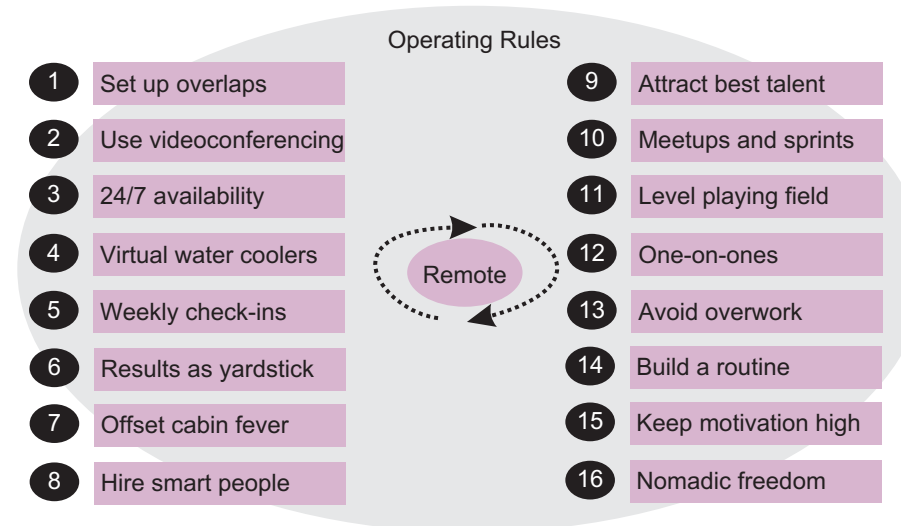
– Jason Fried and David Hansson

1. Mindset . . . . Pages 2 - 3

To make having a remote workforce work for you, start by making sure everyone is on the same page when it comes to what you're trying to achieve here. Take the time to get your mindset right first. If everyone agrees the time is right for remote work, then you're better positioned to make it happen.

Mindset

Remote

1. No interruptions
2. No commute time
3. Communication tech.
4. Escape 9-5
5. Worldwide talent pool
6. No distractions
7. Better security
8. More, not less control
9. Culture grows
10. All industries

2. Operating Rules . . . . Pages 4 - 8

Once you get your mindset right, to make working remotely productive, there are tools and techniques which help. Call these your operating rules and adopt and adapt as required.

Operating Rules

Remote

1. Set up overlaps
2. Use videoconferencing
3. 24/7 availability
4. Virtual water coolers
5. Weekly check-ins
6. Results as yardstick
7. Offset cabin fever
8. Hire smart people
9. Attract best talent
10. Meetups and sprints
11. Level playing field
12. One-on-ones
13. Avoid overwork
14. Build a routine
15. Keep motivation high
16. Nomadic freedom

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