

Home vs Office: The right balance

For years companies have been investing considerable amounts of money in the design, lighting and ergonomics of the workplace, ... In addition, nutritional guidelines and physical activities for the well-being of employees have been developed. While all this was aimed at safeguarding the health of the employees, a welcome side effect was an overall increase in staff productivity.

Where do we stand with remote working, today?

Undoubtedly, the possibility and/or the obligation of working from home during a pandemic demands a reevaluation of all these concepts. No longer having to go to the office has automatically increased a more sedentary lifestyle. The home workstation hardly reaches the quality standards that were created within the company, thus increasing postural problems, eye strain, perhaps a sense of isolation – with a consequent reduction in the ability to concentrate. Staying at home makes the ability to maintain a healthy work-life balance more complicated, and the balance between physical activity and diet has changed radically, too. Not everyone is able to handle all these aspects of remote working, and employers also find it more difficult to keep track of possible issues and support employees so that suboptimal conditions don't adversely affect their health.

If some companies, at the beginning of the pandemic, thought they could reduce office space and save money on rents, now they are realising that human contact – including interactions with colleagues, coffee breaks, lunch breaks, ... – is a key factor in the profitability and well-being of staff. The conclusion being drawn is that the human aspect – team spirit, team building, a sense of being part of the corporate philosophy – cannot simply be transmitted through a video call.

The future will therefore force us all to rethink many of these aspects and the companies coming out on top will be the ones that best manage to combine all these values, without forgetting the wishes of each individual.

The fact that Natzka is a young, fast-growing company still allows us to be able to take into account the needs of our employees and build our corporate philosophy while keeping the "human capital" at the very heart of its development. And for as long as I am COO in this company, I will stand by this commitment, because for me personally, the value of the human being remains at its core!

Edy Cattaneo Petoud
Chief Operating Officer
Natzka SA