

Green Mobility - Food for thought



The growing importance of ecological considerations means we have to re-think our ways of working. How can we reduce physical business travel without decreasing business value?

Today: What triggers the need to travel?

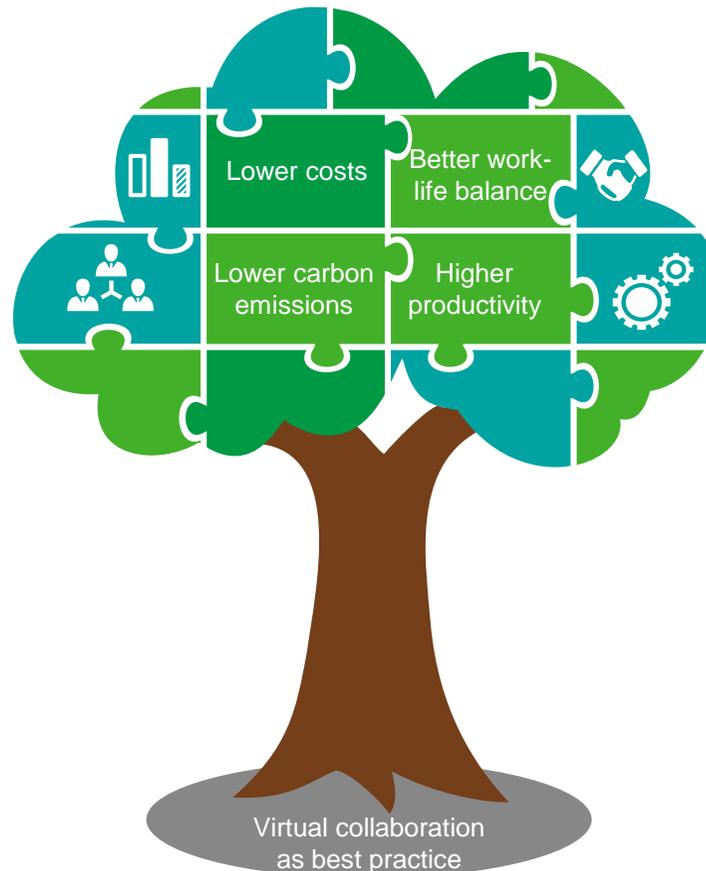
Being in the office is the norm; only a face-to-face meeting is a good meeting; we've always done it this way; we don't have the right talent locally.

Let's take a different perspective:

Working remotely is the new norm and face-to-face is the exception which needs a business case for justification.

Step 1: Challenge the business case to travel

Do I need to travel to share information when there are much more effective ways of sharing and collaborating remotely? Is relationship-building only possible through face-to-face meetings when humans can even build friendships online? How can I be sure that there is no talent locally when I don't even know my global talent pool?



Step 2: Change your culture and train your leadership to support virtual collaboration

If your culture means that real information is only shared after the meeting and decisions are made in the bar – change it. If your leadership can't manage remote workers, train them or change them.

Step 3: Enable effective virtual collaboration

Virtual collaboration does not eliminate the need to meet face to face. But teams that use virtual collaboration tools frequently opt for virtual collaboration rather than face-to-face since it delivers better and more effective results. At the same time it changes the agenda and settings for face-to-face meetings.

Contact

KPMG AG
Wirtschaftsprüfungsgesellschaft

Thomas Efkemann
Partner, Global Mobility Services
T +49 621 4267-629
tefkemann@kpmg.com

Felizitas Lotz
Senior Manager, Global Mobility Services
T +49 621 4267-678
flotz@kpmg.com

Norbert Büning
Director, Global Mobility Services
T +49 211 475-7418
nbuening@kpmg.com

Julia Franke
Assistant Manager, Global Mobility Services
T +49 211 475-8273
juliafranke@kpmg.com



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