



An innovative initiative led by

**CALGARY
ECONOMIC
DEVELOPMENT**

The nature of work is constantly changing. Rapid advancements in information and telecommunications technologies have fueled a fundamental shift in how, where and when knowledge work is conducted. By revolutionizing the way we "go to the office", we can realize major operational savings for our organizations while improving our quality of life and our environment.

Indeed, supporting team members in adopting teleworking or other non-traditional work styles is increasingly valuable for attracting and retaining the top talent from new generations at ease working with virtual teams from virtual offices across the country or across the globe.

That is one reason TELUS launched its Work Styles program in 2007, for team members in jobs where being a mobile or teleworker makes sense. In our first year, we saw the positive impact on team engagement. In our annual team member survey, those who could telework at least one to three times per month had an engagement level seven percentage points higher than our overall corporate result. Team members who teleworked one to two times per week rated their business unit leadership and their own intrinsic motivation at TELUS 10 per cent higher than the corporate average.

In addition to team engagement, teleworking also helps our team members achieve better work-life balance, enables us to work with customers whenever and wherever is most convenient for them, significantly reduces the carbon footprint of our company and team members, and contributes to important operational efficiency gains through reduced lower facilities costs.

The key is to have a user-friendly, one-stop resource like Calgary's new www.workshiftcalgary.com site where you can find tools, tips and best practices for successfully integrating teleworking into your business.

Congratulations to Calgary Economic Development for leading this city-wide initiative to remove barriers to entry for companies considering flexible work programs.

Andrea Goertz
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TELUS



Think outside the office
www.workshiftcalgary.com