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Briefing: This report explores developing trends around remote work culture as many companies shift to work from home tactics. Areas we'll dive into include remote communication and socialization, incentives and perks, support networks, maintaining productivity, and how consumers are creating efficient work environments at home or on the go. Please also note the recent release of the 2021 MHI Annual Industry Report: Innovation Driven Resilience.

Takeaway: When looking at remote work culture, we see a few key themes emerge:

- 1) Policies and company structure that prioritize the employee and the desire for greater work life balance and flexibility to their lifestyle
- 2) Tools that not only support digital engagement but that also empower and motivate the employee to stay productive
- 3) A move to support not only workplace efficiency, but workplace culture and employee happiness

Top Microtrends



Workplace Wellbeing Apps

The 'Wellwork' App Helps Users Set Goals and More



Friendly Human Capital Platforms

'Clerksy' Helps Things Run Smoothly and Keep Employees Happy



Long-Term Remote Work Platforms

The 'Growmotely' Platform is for Professionals and Businesses



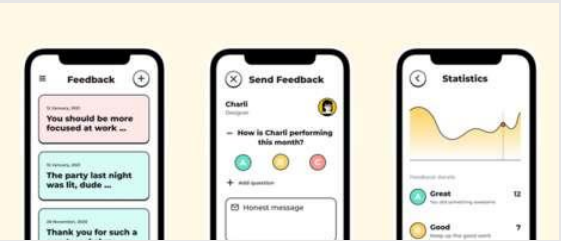
Student Loan-Paying Work Perks

Google Will Help Employees Pay Off Their Student Loans



Remote Employee Management Platforms

The 'Headcount' Platform Helps with Onboarding, Pay and More



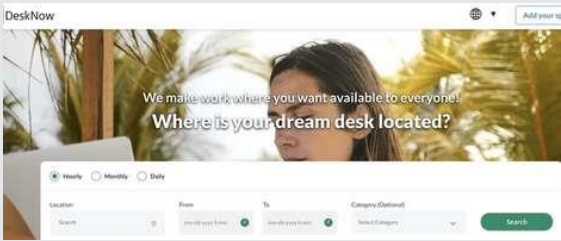
Anonymous Professional Feedback Apps

The 'LacBee' App Helps a Person Collect Pertinent Feedback



Anti-Bias Hiring Platforms

Applied is an All-Encompassing Anti-Bias Hiring Platform Powered by AI



Remote Professional Workspace Services

'DeskNow' Finds Professionals a Place to Work Anywhere