

Newsworthy Trends

The Office Of The 21st Century: Wherever You Are

(NAPSA)—Remember when “work” meant you had to be in the office no matter what? Even if you needed to leave for a doctor’s appointment or take a delivery at home, you’d still need to commute into the office, only to turn around and return midday, taking valuable business time. Chances were if you had the ability to work anywhere—or take advantage of what we think of today as a “mobile workstyle”—you would have had a more productive workday while balancing personal appointments.

Workers no longer need to be tethered to an office. The latest technology available on smartphones, tablets and laptops makes it easier to get your job done from a home office or a coffee shop. Plus, cloud computing—which allows workers to safely and quickly access work applications as long as they’re online—ensures that you don’t need to be in a cubicle to do your job.

Citrix, a company that designs cloud and virtualization technology, makes it easier to be mobile. A mobile workstyle enables employees to work from an optimal location, can boost productivity and increase job satisfaction, which in turn helps recruiting and retention.

“We no longer need to define the workplace as an office, cubicle or meeting room,” said Kim DeCarlis, vice president of corporate marketing for Citrix. “Businesses that allow their employees to engage in a mobile workstyle will find they’ll keep the best people, reduce stress and create a workplace that’s conducive to results.”



A mobile workstyle enables employees to work from an optimal location, boost productivity and increase job satisfaction, which in turn helps recruiting and retention.

A mobile workstyle isn’t just for technology firms. If you work for a local accounting or legal firm and your company loses electricity, this technology means you can work from anywhere and not get behind. If foul weather closes roads, being able to work anywhere can ensure that things stay on schedule.

The benefits of a mobile workstyle are too numerous to list, but here are a few:

- **It keeps talent:** Location becomes irrelevant, making it possible to hire employees that live beyond commuting distance.

- **It’s green:** Fewer cars on the road means less air pollution.

- **It’s cost effective:** Less office space means reduced real estate costs, and employees spend less on gas, plus gain precious time back.

So before jumping in your car to sit in traffic and run into your office, ask yourself (and your manager), “Where will I be most productive?”