



WORK TIME REDUCTION

Center of Excellence



Social Justice Ireland conference, 9.15.23

Joe O'Connor, Work Time Reduction

CEO & Co-Founder

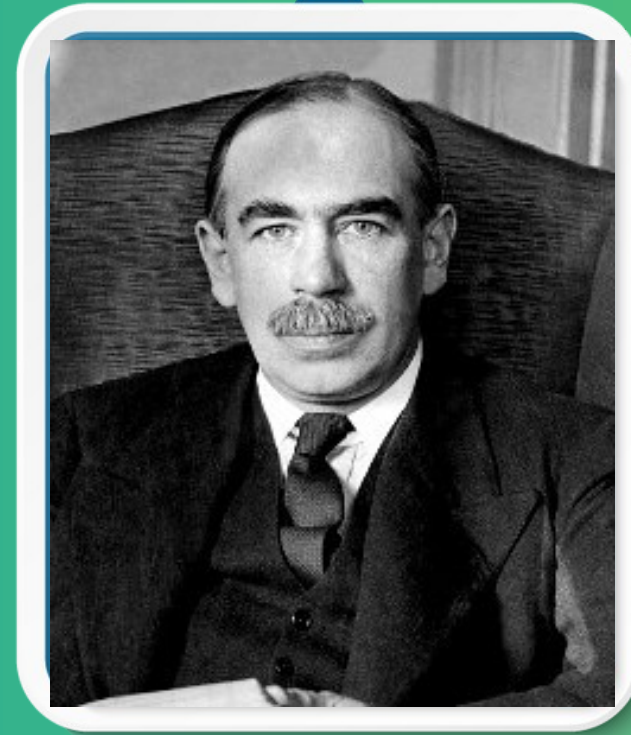
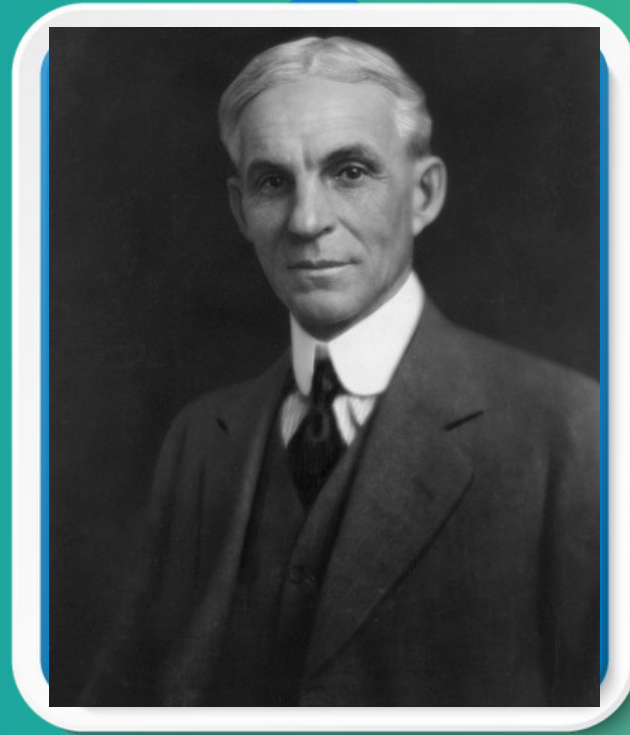
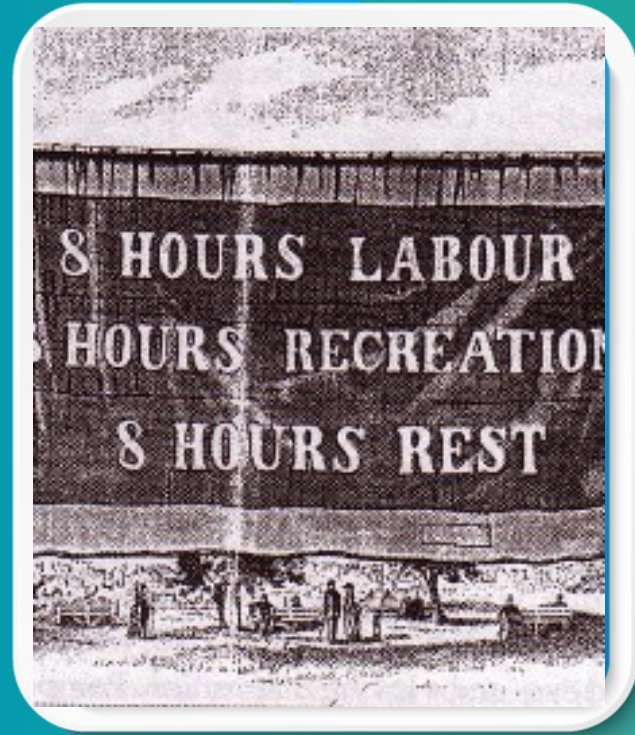
1817

1926

1930

1956

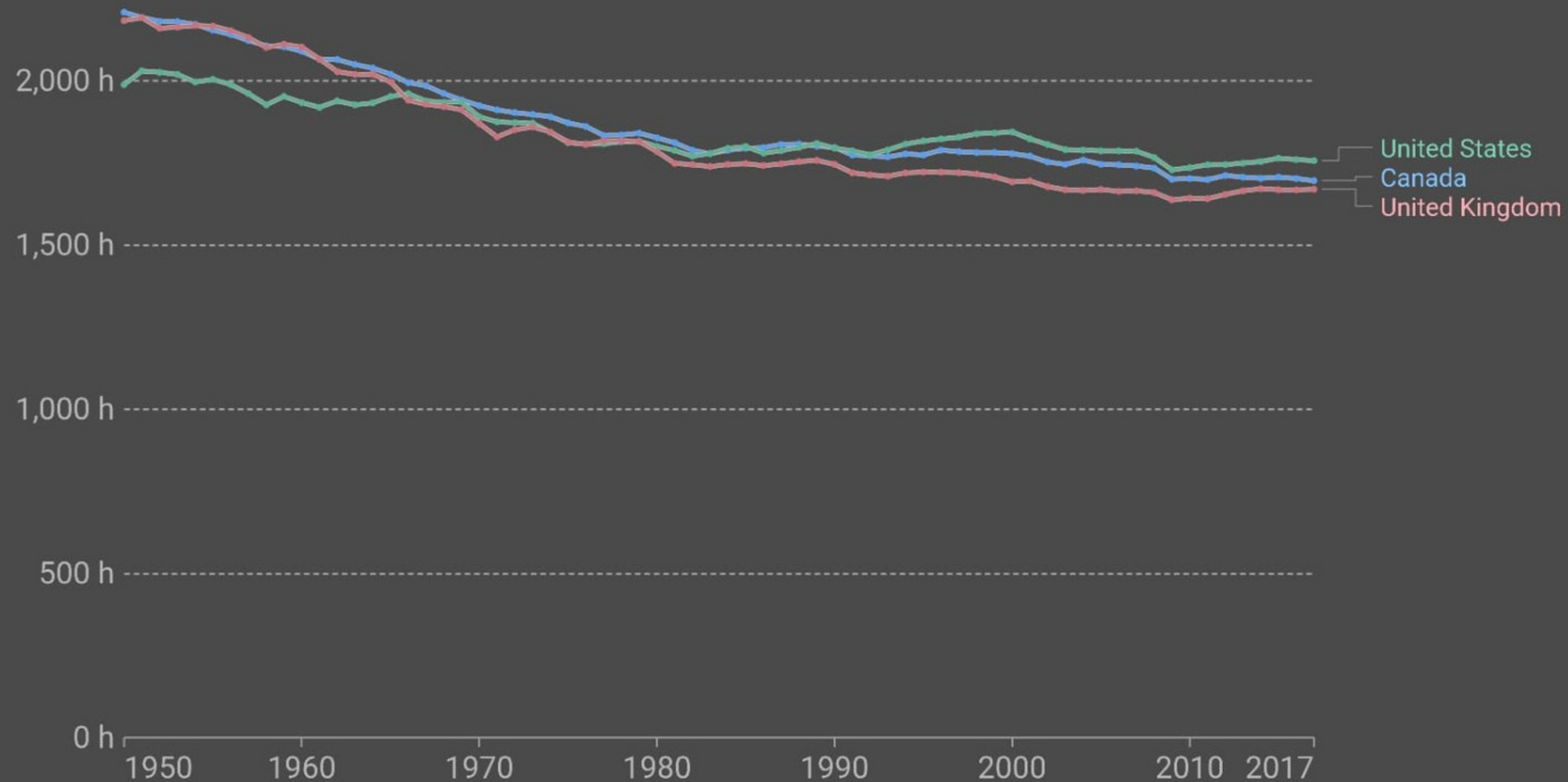
2015



Annual working hours per worker

Our World
in Data

Average working hours per worker over an entire year. Before 1950 the data corresponds only to full-time production workers (non-agricultural activities). Starting in 1950 estimates cover total hours worked in the economy as measured primarily from National Accounts data.



Source: Huberman & Minns (2007) and PWT 9.1 (2019)

OurWorldInData.org/working-hours • CC BY

Note: We plot the data from Huberman & Minns (2007) and extend coverage using an updated vintage of PWT, which uses the same underlying source. Comparisons between countries are limited due to differences in measurement.

Annual Working Hours

ACROSS OECD COUNTRIES

This graphic shows the average annual hours that people work in all 38 OECD countries, as well as 6 additional ones.

The data includes both full and part-time workers.



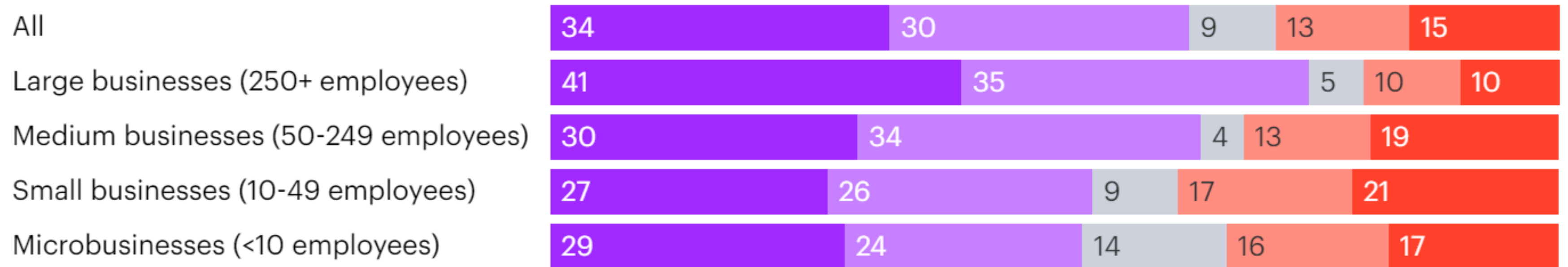
Employer Interest, Employee Demand

- 69% of senior managers in Canada expect their business to make the switch to a four-day workweek in the next 5 years (Robert Half)
- 57% of business owners in the US are willing to pilot it to assess its impact (B2B Reviews)
- A vast majority of the public expect the four-day week to become the 'new normal' way of working in the UK by the end of the decade (Survation)
- 57% of Canadians list it as one of their top 3 most attractive employment benefits, ahead of remote work flexibility (Talent.com)
- 83% of Americans think they could complete their weekly workload in four days (Redfield and Wilton Strategies)
- 2/3 of British workers would choose 4 days in-office over 5 days hybrid (HAYS)

Nearly two-thirds of businesses back a four-day working week for the UK

To what extent would you support or oppose introducing a four-day working week in the UK? (% of 1,028 business decision makers)

Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know



YouGov®

27 March - 3 April 2023

Why a shorter working week?



Productivity and
Engagement



Wellbeing and
Burnout



Recruitment
and Retention

WHAT DO WE MEAN BY A SHORTER WORKING WEEK?

GENUINE WORK TIME REDUCTION

yes!

X NOT COMPRESSED HOURS

COMMITMENT TO MAINTAINING OUTPUT

yes!

X NOT INPUTS

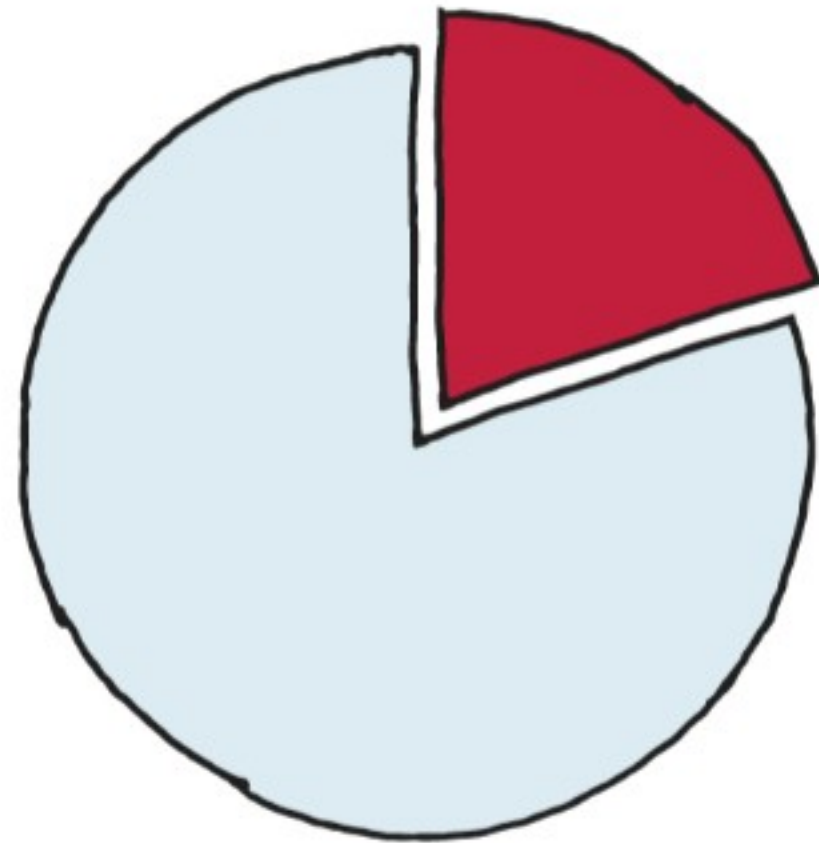
FUNDAMENTAL CHANGE TO HOW WE WORK

yes!

X SAME WORK, SAME WAY, LESS TIME

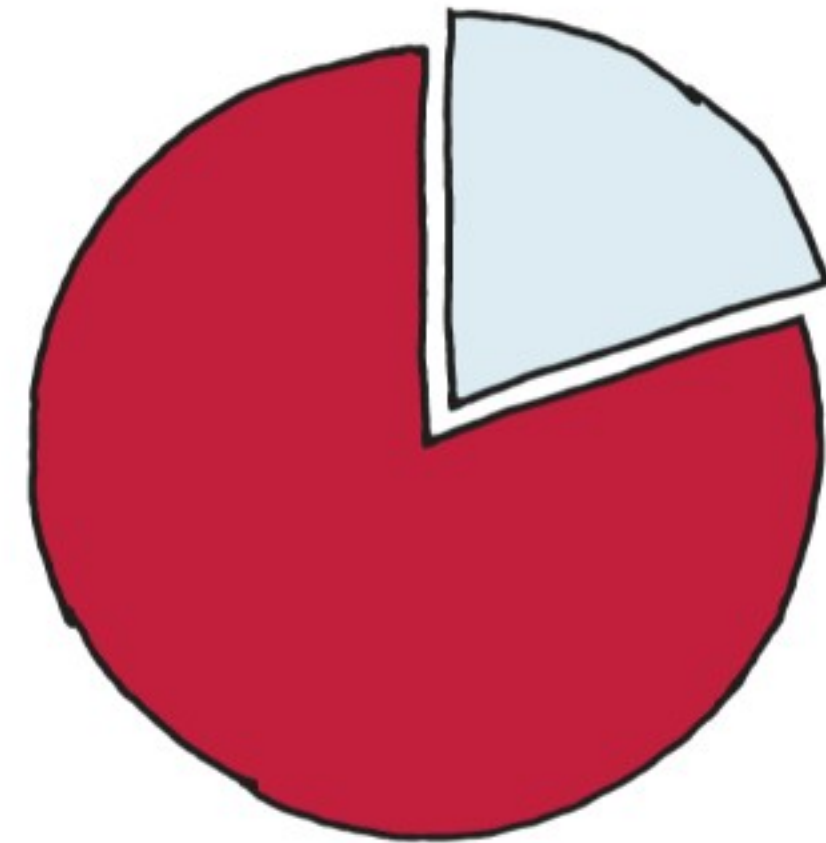
THE PARETO PRINCIPLE

EFFORT → RESULTS



20%

=



80%

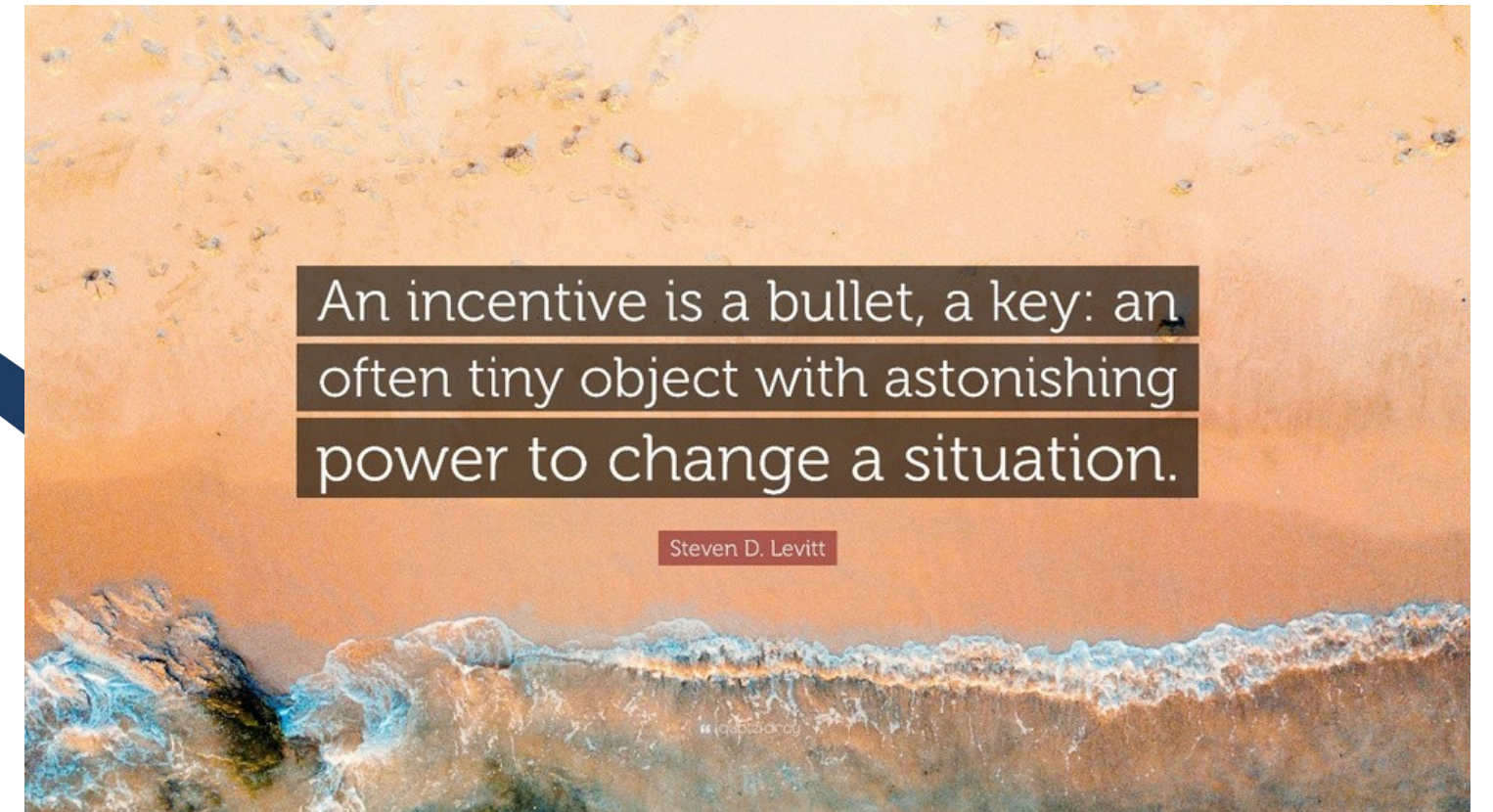
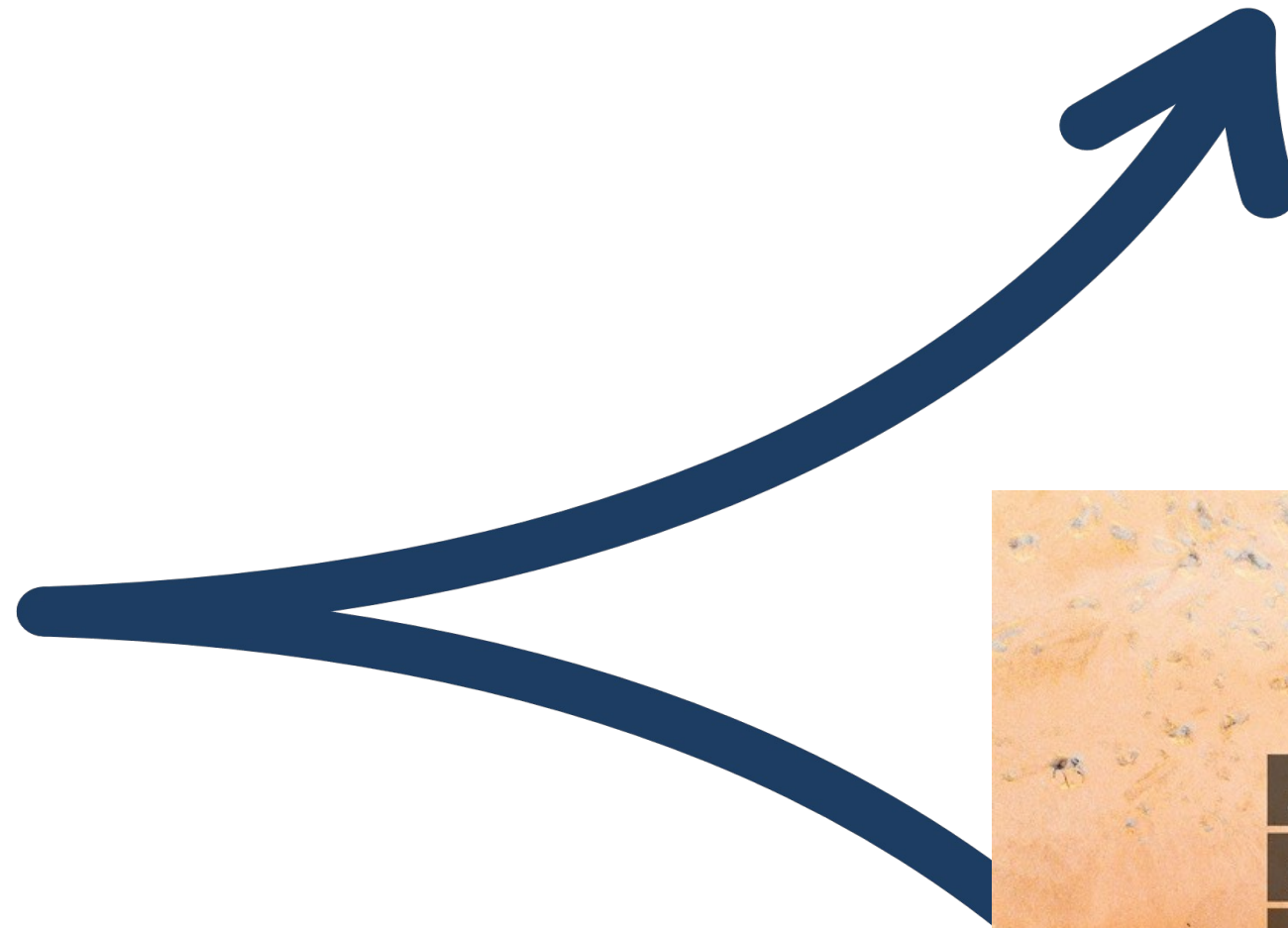
Parkinson's Law

Work will expand to fill allotted time



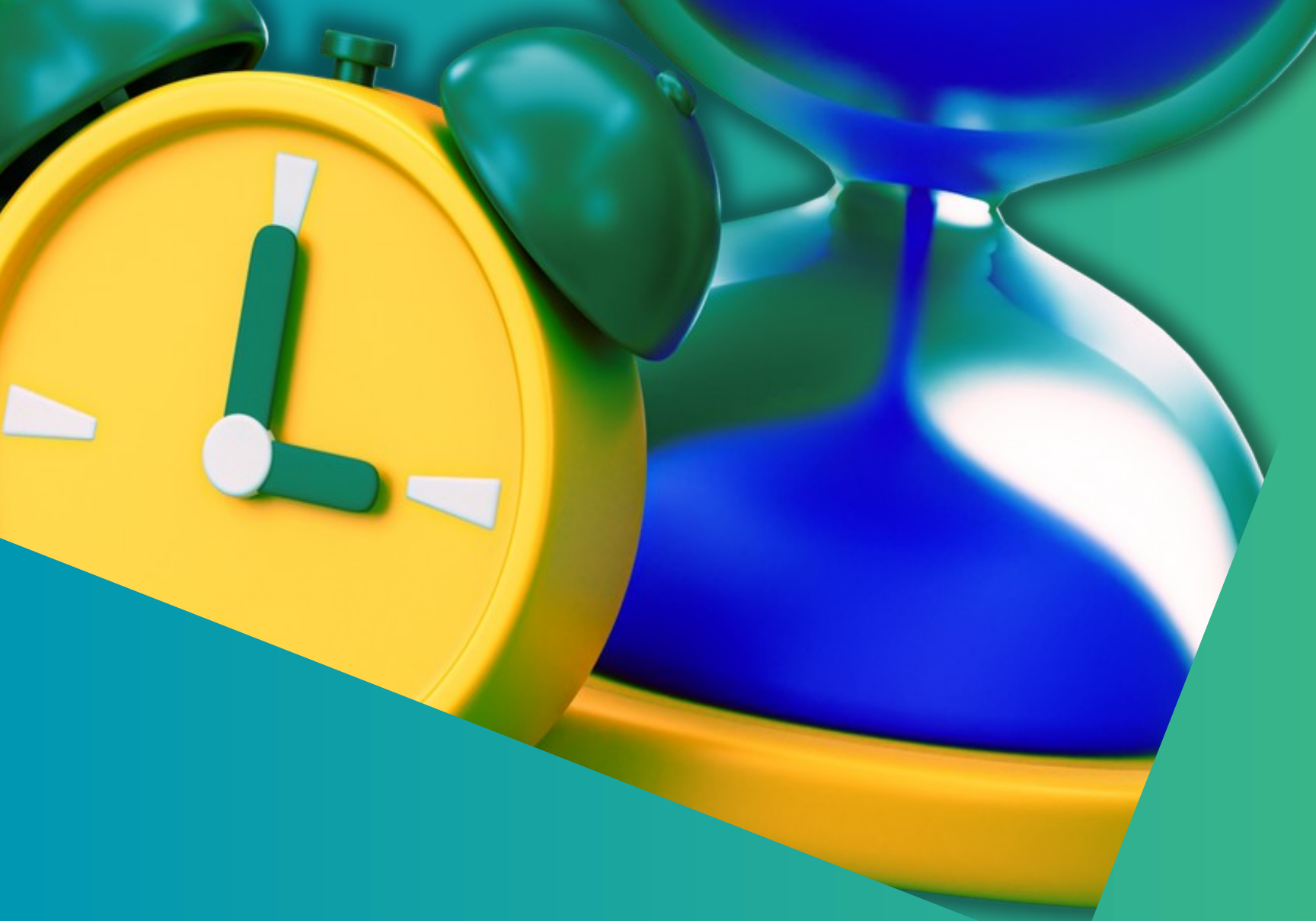


Incentive to drive employee
engagement and
motivation



An incentive is a bullet, a key: an
often tiny object with astonishing
power to change a situation.

Steven D. Levitt



FOUR DAY WEEK

TRIAL RESULTS
US & CANADA

100% SUCCESS RATE

All 41 companies are planning to stick with their work time reduction policy beyond the trial.

WHAT IS IT WORTH TO EMPLOYEES?

The value of the four-day week was powerfully expressed by participants when asked how much of a pay increase they would require to return to a five day week.



33%



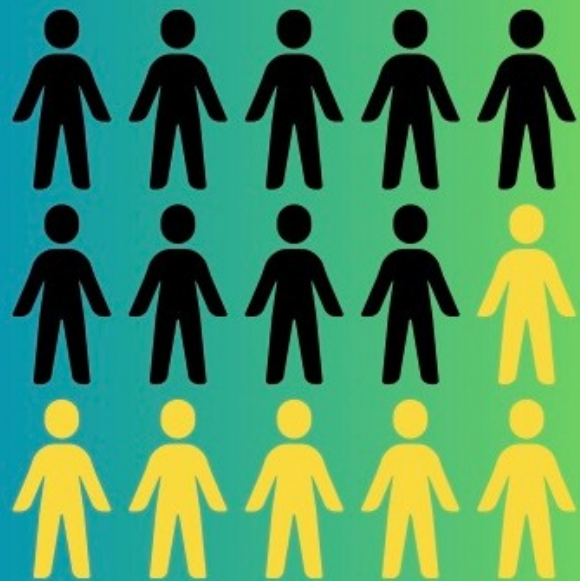
12%



14%

SUSTAINABILITY

42% of employees did more environmentally friendly activities during the trial, such as recycling, walking and buying eco-friendly products.



MORE TIME FOR LIFE

Employees in the trial used the extra time off to rest, spend more time with family, attend medical appointments, and enjoy hobbies.



LIFE SATISFACTION

UP 16%



WORK-LIFE BALANCE

35%



WHAT ARE PEOPLE SAYING?

4

The **4-DAY WEEK** offers Awin and ShareASale staff the opportunity to spend time with family, focus on a passion or engage in additional learning so the time they do spend at work is the **MOST PRODUCTIVE** it can be.

Adam Ross, COO



“

Our experience in planning for and moving to a **4-DAY WEEK** has shown that it is possible for businesses to do this and bring **HUGE BENEFITS** to their people.

Anne-Marie Lister
CPO, Atom

“

We've had **STRONG BUSINESS PERFORMANCE**, high engagement, **PEOPLE FEELING HAPPIER**, and time spent in meetings also coming down.

Placid Jover CTO, Unilever

Atom



Unilever

CASE STUDIES



YLAW & THE ROSS
FIRM



COOPER PARRY



MEDIBANK

THE SHORTER WORKING WEEK IS ALREADY HERE, BURIED UNDER THE RUBBLE OF...

- Poorly run, overlong and unnecessary meetings
- Distractions and interruptions
- Poor use of technology
- Outdated, inefficient processes



Teams and Systems Thinking

“94% of problems in business are systems driven and only 6% are people driven.”

~ W. Edwards Deming
1900 – 1993



STRUCTURED FLEXIBILITY AND
UNIVERSAL REWARD LEADS TO
COLLECTIVE RESPONSIBILITY
AND COLLECTIVE ACTION

DISCRETIONARY FLEXIBILITY
LEADS TO UNEVEN ACCESS AND
DISTRIBUTION AND AN
INDIVIDUALIZED RESPONSE



WHAT WORK TIME REDUCTION MODEL IS RIGHT FOR MY COMPANY?

SHORTER
WORK
DAYS

9 DAY
FORTNIGHT

4 DAY WEEK

HALF DAY
FRIDAY

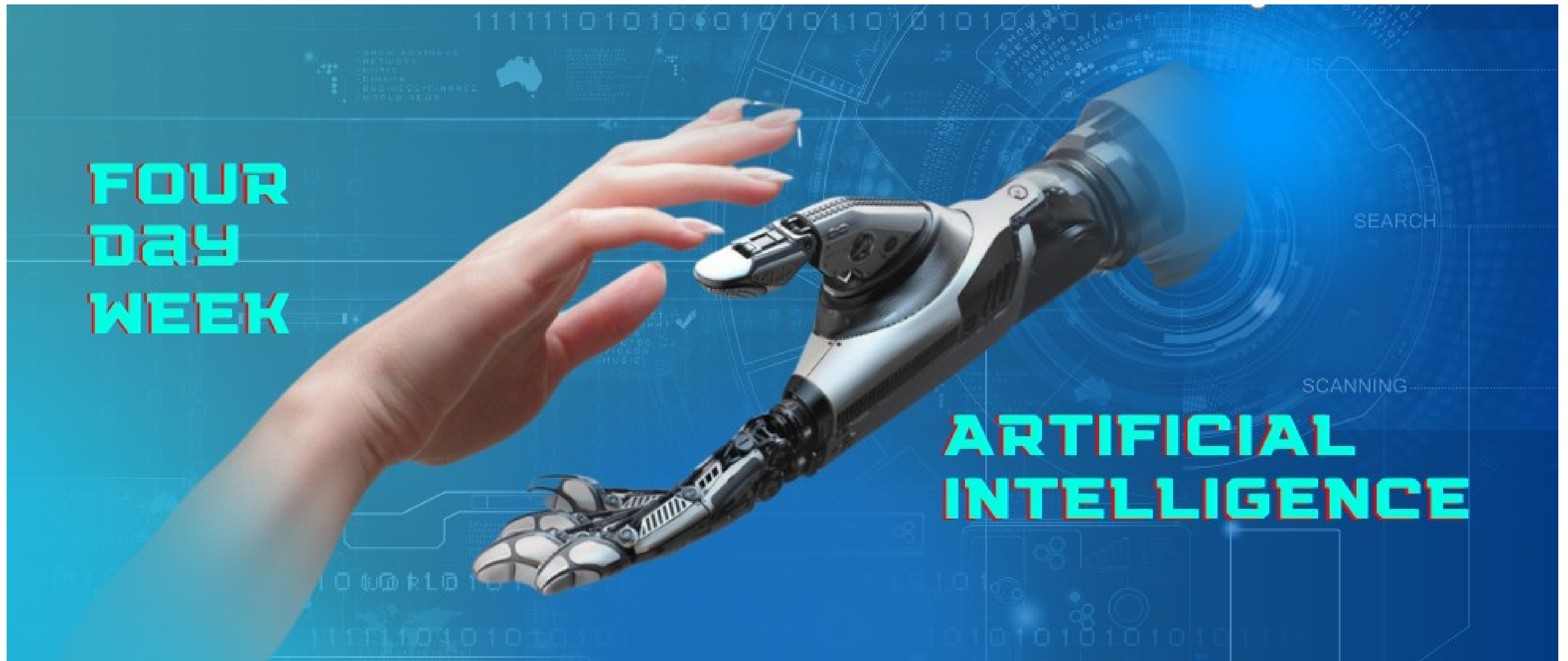
6 HOUR
DAY

EXPANDING THE CONVERSATION FROM 'WHERE' WE WORK TO 'HOW'



*"I can't remember—do I work at home or
do I live at work?"*

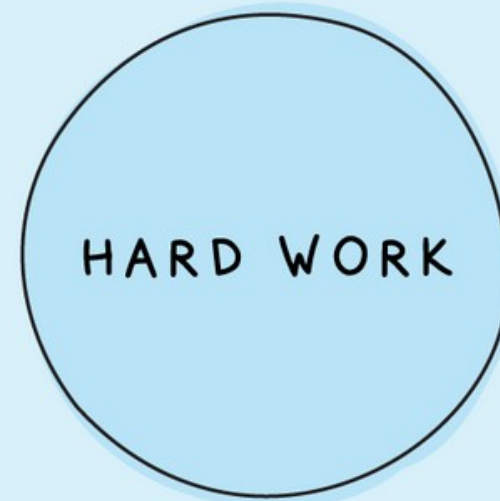
WTR CAN ACCELERATE AI ADOPTION, AI CAN CREATE CAPACITY FOR WTR



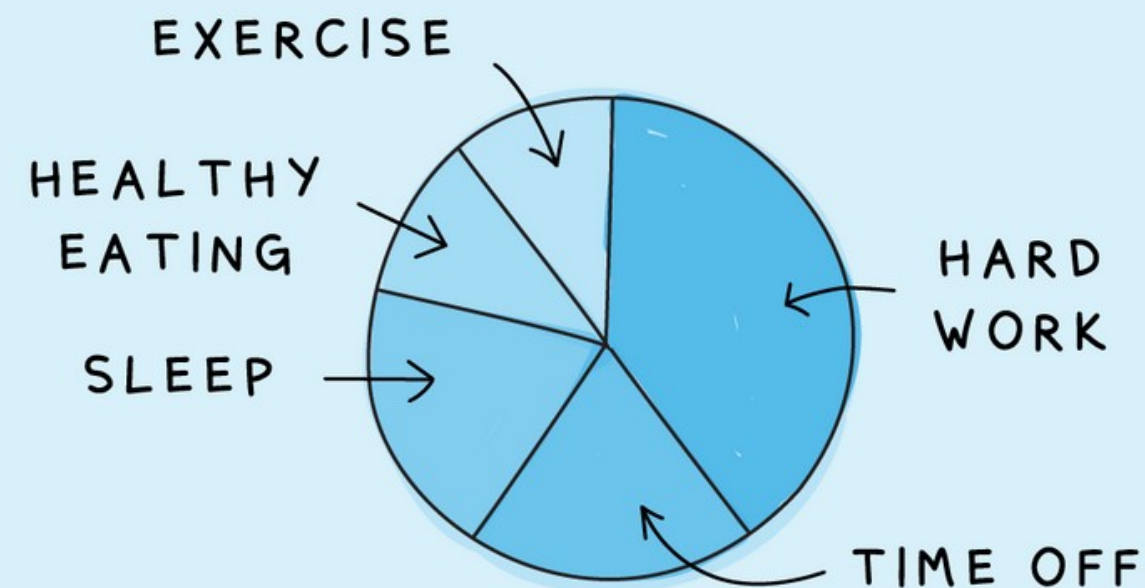
The more we get machines to work for us, the more we get time back for ourselves – Vishnu Pendyala

PRODUCTIVITY AND WELLBEING – COMPLEMENTARY FORCES

WHAT I THOUGHT WOULD
MAKE ME PRODUCTIVE



WHAT ACTUALLY DOES



FUTURE VISION

BE AHEAD OF THE CURVE



MARKET LEADERS OF TOMORROW WILL:

- Embrace AI and new technologies to find efficiencies
- Optimize productivity, and incentivize change by sharing the benefits
- Offer a differentiated employee proposition
- Attract and retain best talent by offering a greater quality of life



FOLLOW WORK TIME REDUCTION ON LINKEDIN

