

TGW STUDIO'S TIPS FOR

# IMPLEMENTING THE 4-DAY WORKWEEK

*A quick guide for business owners, HR folks,  
and forward-thinking employees.*



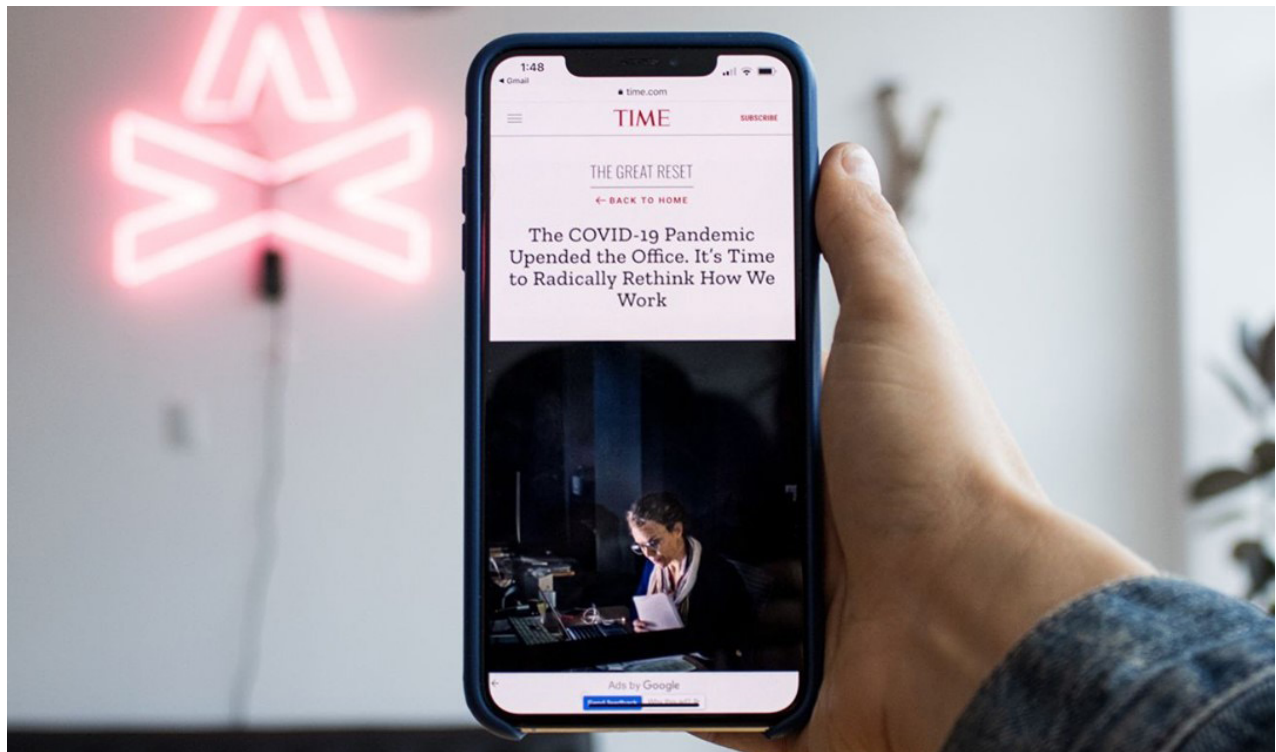
# THE FUTURE IS FLEXIBLE

It's no secret that much of our society takes great pride in working hard. We are told early on that if you work as hard and as long as you possibly can, you will achieve the best output and be guaranteed success.

***Did you stay late to finish the project? It must be spectacular! You work HOW MANY hours a week? Fancy pants! You must be important. Well, to that we'd just like to say, SCREW THAT.***

Working hard guarantees nothing – our country's great economic divide is proof of that. If only success was afforded by simply working hard and being \*smart. More often, success results from opportunity, economic status, family background, "who you know," and every once in a while... some dumb luck.

It's time to think radically and challenge the punch clock. We want to encourage organizations to put their efforts towards inspiring the heart of any business: its team.



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\*Being smart/intelligent is most often defined via narrow academic measurements such as test scores.

# LET'S BREAK IT DOWN

**By putting supportive and retention-oriented policies in place, organizations will empower the people behind profits that drive its mission. We're talking:**

1. Decreasing turnover
2. Improving quality of work
3. Improving work productivity
4. Avoiding burnout
5. Recruiting top talent

Research shows the benefits of transitioning to a 4-day workweek for a healthier work-life balance. That said, we function in an office-work environment and not every business can consider this approach.

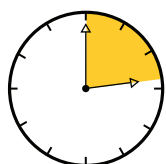
**But, if yours can, and your organization will benefit, why not join us?**



# 1. SOLIDIFY YOUR COMPANY'S BLUEPRINT

We encourage you to start building out your 4-day workweek policy by revisiting your company's "Why?" Based on your company's mission and values, you can define specifications that work best for your business' execution of products or services. All guidelines should be transparent and achievable.

## 2. TRUST THE RESEARCH



**Throughout an eight-hour workday, the average employee works for about two hours and 53 minutes.**

*According to a 2016 survey conducted by Voucher Cloud.<sup>1</sup>*

A 4-day workweek is not new – the concept of decreasing workweeks to increase productivity and creativity for a long time.<sup>2</sup> The reality is the Monday through Friday, 9AM-5PM format was invented to suit the needs of the times – that time was the 1920s.

We are in a different revolution and "needs" have changed. 75% of workers prefer a shorter workweek, and a 4-day workweek is an opportunity for employers to increase their care for their employees while bettering creative and productive output.

Despite the COVID pandemic, TGW Studio projects to have its best year ever, with revenue growth of about 20% year over year. We are not alone in seeing positive results. There are plenty of other examples. In Japan, a Microsoft subsidiary saw its productivity jump 40% compared to the previous year,<sup>3</sup> while employees at Perpetual Guardian have seen a 24% rise in work-life balance.<sup>4</sup>

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<sup>1</sup> <https://www.vouchercloud.com/resources/office-worker-productivity>

<sup>2</sup> <https://www.businessinsider.com/history-4-day-workweek-microsoft-japan-great-depression-2019-11>

<sup>3</sup> <https://www.projectspac.es/post/the-four-day-workweek-pros-and-cons-to-consider>

<sup>4</sup> <https://www.projectspac.es/post/the-four-day-workweek-pros-and-cons-to-consider>

# 3. COMMUNICATE WITH YOUR TEAM



## Prepare for Q's:

Employees will need some lead time before the new policy goes into effect to address any concerns they may have and provide them with enough time for adjustments. When we first told our team, they had a lot of questions. And we welcomed them! Here are a few example FAQs to be ready for:

- **Is this a temporary or permanent policy?**
- **Will this increase my daily hours?**
- **How will this impact my wage/benefits?**
- **What happens if our client has an emergency?**

## Be Clear About the Why and Expectations

For TGW Studio, increasing productivity and creativity was a no-brainer. But the “Why” also included the expectation this extra day was for people to focus on their health, their families, their communities, and society at large. A day to spend more time out of the office making a positive impact on those groups.

“Our people are strong global and community-minded citizens, which was a big factor for the decision as well. In a sense, sending them ‘out into the world’ for an extra day each week will lead to them being able to bring more positive change to our community, our society, and our planet, during a time those things need help the most”, founding partner, Lisa Kribs.



## 4. COMMUNICATE WITH YOUR CLIENTS

(IF APPLICABLE)



It's important for clients to understand that a shorter workweek will not lower productivity or the time spent on them. In fact, the 4-day workweek strategically boosts the quality of your company's work output! Translation? Better bang for their buck.

## 5. PRIORITIZE YOUR TIME

From in-office to out, your time is incredibly valuable. Stay organized using web and mobile applications that help you and your team track and manage workloads so you can utilize the weekend for more good. More good for yourselves. More good for your friends and loved ones. More good for your communities. More good for the planet.

TGW relies on "deep work" and have dedicated windows of the day to focus. Take a look into this approach and beware of all the distractions in your day-to-day.

## 6. ENFORCE IT



When first transitioning to a 4-day workweek, Fridays might have the phantom sound of your email inbox filling up with neglect. Stop refreshing and have confidence in the hard work you and your team put in during the week.

Read more about TGW Studio's experience in TIME Magazine,  
*The COVID-19 Pandemic Upended the Office. It's Time to  
Radically Rethink How We Work.*

If you would like to learn more about our 4-day transition  
(or just want to say hello!), we'd love to hear from you at

**[tgwstudio.com/contact/](https://tgwstudio.com/contact/)**  
or email us at  
**[contact@tgwstudio.com](mailto:contact@tgwstudio.com)**.