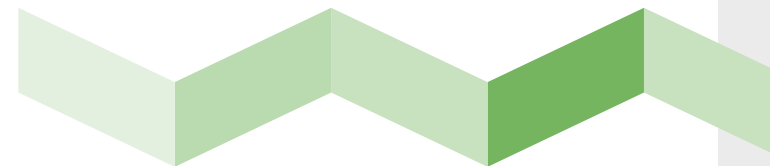
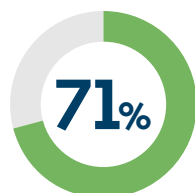




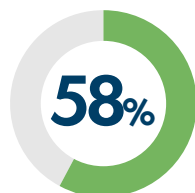
Brand reputation



Our research with 250 Scottish employers shows flex has...¹



Helped us build a positive employer brand



Made us a more attractive organisation to clients

Three-quarters of employers (75%) say their organisation has taken action to improve its employer brand over the last year. The most common actions taken (by 34% of employers) were to increase flexible and hybrid working opportunities, according to the CIPD.³



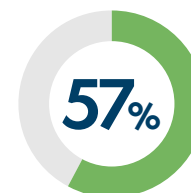
Who'd recommend their employer?



65% of flexible workers



42% of workers without flex



Remote and hybrid workers are 57% more likely to say their company culture has improved over the past two years. They cite flexible work policies as the number one factor behind the improvement, according to a survey of more than 10,000+ desk workers by Future Forum.²



¹ All figures, unless otherwise stated, were commissioned by Flexibility Works in the form of online surveys carried out by global research firm Panelbase between 6/11/23 and 20/11/23. A total of 1016 Scottish workers, 262 Scottish employers (senior leaders) and 216 unemployed Scottish adults looking for work were surveyed. Figures originally published in *Flex for Life 2024* in March 2024. ² Winter Pulse Survey, Future Forum, 2023 <https://futureforum.com/2023/02/15/pulse-winter-snapshot-2022-2023-workplace-flexibility-company-culture-productivity/> ³ Resourcing and Talent Planning Report, CIPD, 2022. <https://www.cipd.org/uk/knowledge/reports/resourcing-surveys/>