

DISTRIBUTE CONSULTING

THE REMOTE ECONOMY

Laurel Farrer, CEO + Remote Work Strategist

DISTRIBUTE CONSULTING



CHANGE MANAGEMENT

Making the transition from physical to virtual successful and sustainable.



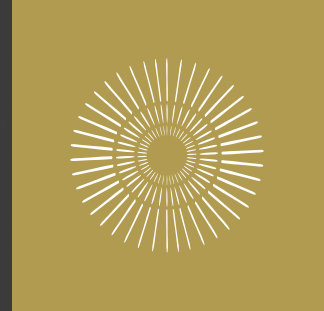
INFRASTRUCTURE STRATEGY

Design or adaptation of workflows, toolkits, and resources to solve a problem.



CONTENT & EVENTS

Subject matter expertise delivered as articles, courses, presentations, and more.



History of Workplaces

Just in case you thought telework was trendy

1970

Rise of digital products trigger knowledge workforce and location independence.

2000

Affordable devices and internet access enable "work from anywhere" mobility

2020

Global pandemic spurs evaluation of virtual accessibility as a public right

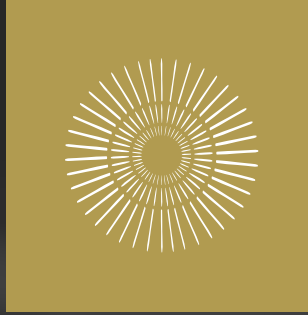


70%

**OF US WORKFORCE
COULD WORK
REMOTELY**

20%+

**OF ENTERPRISE
EMPLOYEES MAY
NEVER GO BACK**



Section 1

EXPLORE

WHAT IMPACT CAN REMOTE WORK HAVE
ON LOCAL ECONOMIES?

"Economic trends and technological developments are facilitating moves to isolated, remote locations."

JOHN C. MURDOCK, "THE NEW DUBOIS ECONOMY," 1992

Jobs

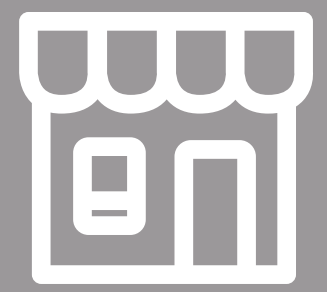
Earning

Spending

Business

Community

**ECONOMIC
DEVELOPMENT**



Job Accessibility



Equal Earning



Mobile Spending



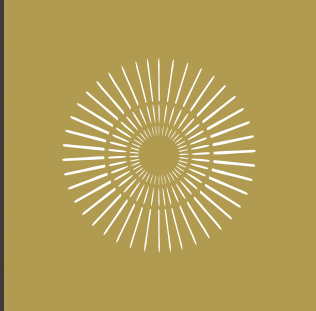
**REMOTE
ECONOMY**

Uncapped Business



Flexible
Community



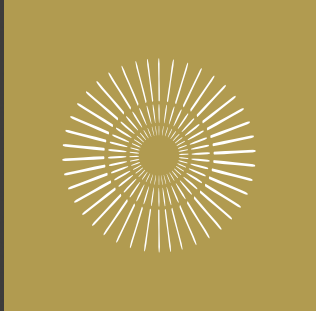


**BUILD
INFRASTRUCTURE**

**ATTRACT
BUSINESSES + JOBS**

**ATTRACT
RESIDENTS**





**BUILD
INFRASTRUCTURE**

**STRENGTHEN
BUSINESSES**

**ATTRACT
RESIDENTS + JOBS**



**ATTRACT
RESIDENTS + JOBS**

**BUILD
INFRASTRUCTURE**

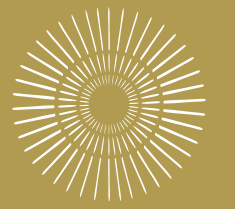
**STRENGTHEN
BUSINESSES**

Business

FINANCIAL REWARDS OF VIRTUAL JOBS

- Employee Retention
- Productivity + Output
- Overhead Cost Reduction
- Overall Profitability
- Business Continuity





SOCIOECONOMIC BENEFITS

Employment

Job accessibility increases when barriers to employment decrease.

Diversity

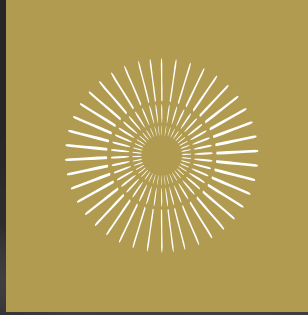
Variety of industries + income brackets prevent Brain Drain and collapse.

Environment

Lower energy, supply, and fuel usage reduce individual + business footprints.

Recovery

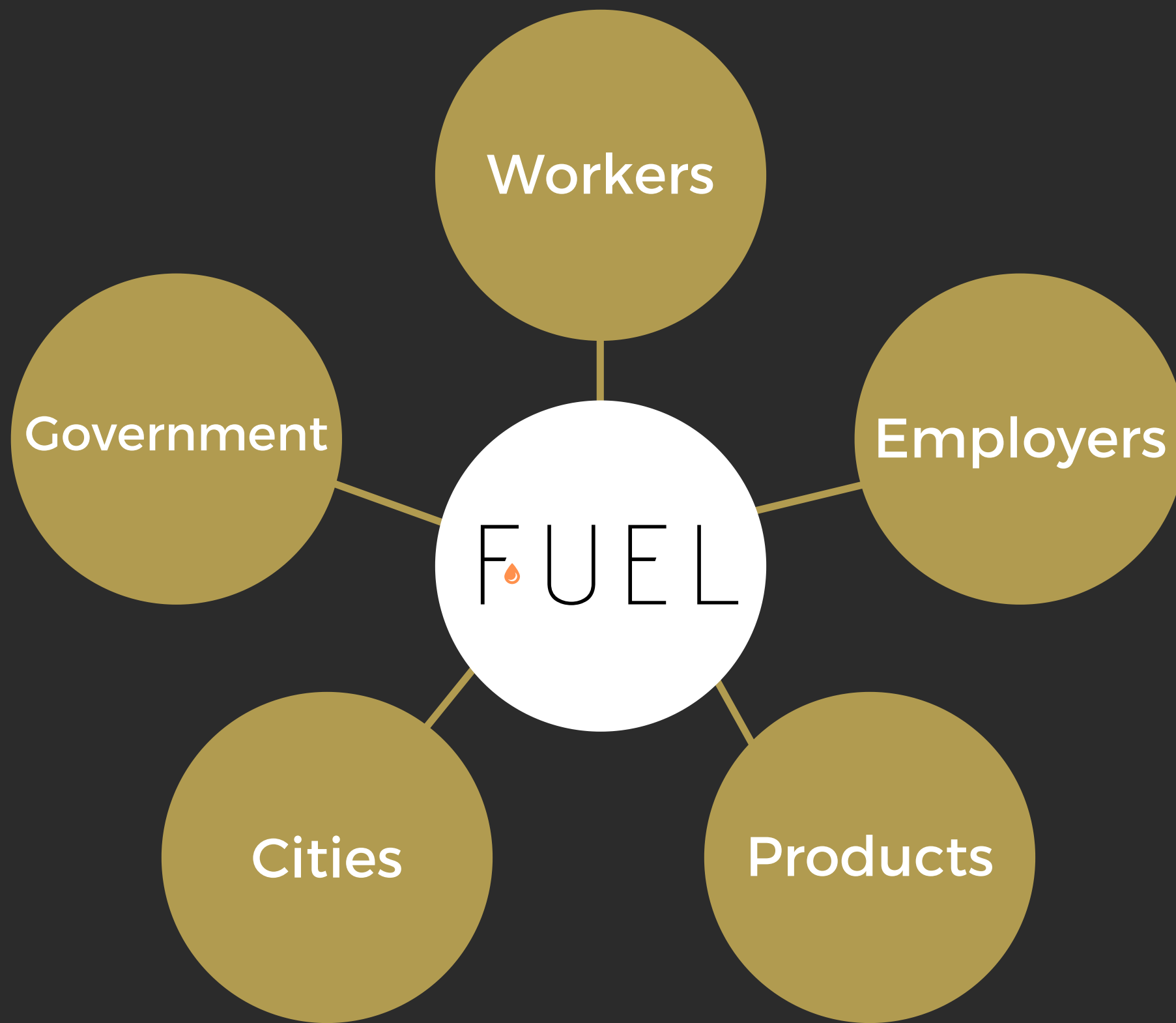
Adaptability and resiliency amidst economic and natural disasters.

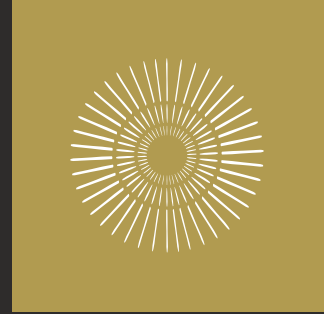


Section 2

PLAN

HOW IS REMOTE WORK INTEGRATED INTO
AN ECONOMY?





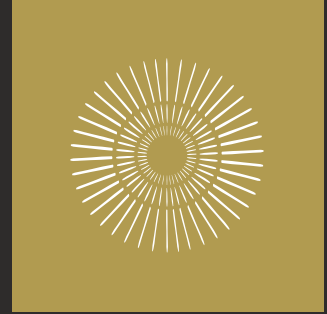
BUILD THE
COMMUNITY

EQUIP THE
WORKFORCE

ENABLE THE
EMPLOYERS

EXPAND THE
IMPACT

GATHER THE
RESOURCES



Advocacy
Events

Remote Work
Certification

Leadership
Training

Municipal
Marketing

Innovation
Center

Local
Action Plan

Participant
Recruiting

Change
Management

National
Employers

SMB
Accelerator

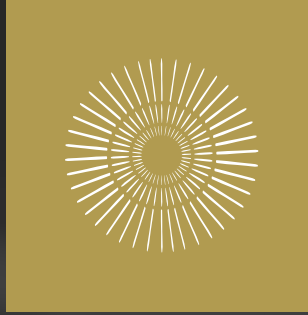
Telework
Website

Coworking
Spaces

Virtual Job
Board

Opportunity
Zones

Continuing
Education



Section 3

ANALYZE

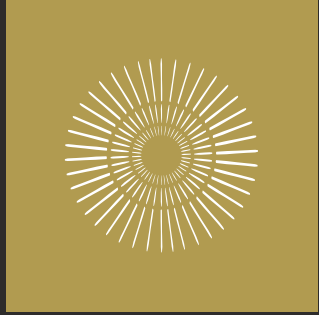
WHAT EVIDENCE OF VIRTUAL ECONOMIC
DEVELOPMENT EXISTS?

Attract

BUILDING AN INFRASTRUCTURE FOR REMOTE

- Coworking spaces
- High speed internet
- Community support
- Parks & recreation
- Accessible transportation





Municipal Marketing

ATTRACT RESIDENTS + JOBS

Incoming workforce brings mobile work

MONETIZE LIFESTYLE

Facilitate teamwork that isn't real-time

INCREASE TOURISM

Digital nomads support long-term spending



**DUBLIN
IRELAND**



**UTAH
USA**



**PUNE
INDIA**



**LAS PALMAS
SPAIN**



**OKLAHOMA
USA**



**LONDON
ENGLAND**



**VERMONT
USA**



**TALLINN
ESTONIA**

NEXT STEPS

BUILD THE COMMUNITY

Recruit local thought leaders and influencers in each branch into the ecosystem..

START THE DISCUSSION

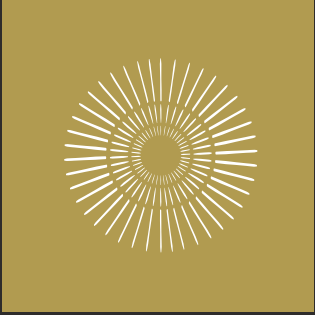
Host virtual or in-person events to explain the economic impact of remote jobs.

SOURCE FUNDING

Access support from federal grants, corporate sponsorships, or local foundations.

"Flexible work arrangements
have the power to change the
lives of people, of companies,
and of communities."

LAUREL FARRER



Questions?

**Contact Distribute
Consulting**

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