How to setup remote working for your business

We are living in strange and challenging times.

COVID-19 is a global pandemic. Governments around the world are enforcing a range of measures from social distancing to lockdowns to stop it from getting worse and many businesses are struggling because of it.

If you're among the lucky businesses that don't have a storefront and you can do business virtually, your ability to run your business with everyone working remotely will be critical in coming out of this in a (relatively) healthy position.

We've been doing this at Web Profits for the last couple of years. It started with our blockchain marketing arm, where the entire industry is decentralized and then it expanded out to the rest of the company.

Partly because we have offices in different countries (Australia, USA, Singapore, Romania), but mainly because we have many long-time team members that wanted to stay with Web Profits but needed a change in their lifestyle (e.g., traveling around Australia with 4G, moving to NZ with their family, frequent travels for family, etc.) In addition, the talent pool available (at least in our industry) is FAR GREATER when you can include remote talent as well.

With that in mind, here are some of the things we have done to support a remote working environment:

1. Use Zoom for video conferencing

Nothing is better than Zoom for video conferencing. Full stop. Without Zoom, we wouldn't have the level of engagement across meetings as we do. Mainly because it's like you're there in real-time.

Sure, you can still use Google Hangouts, Skype or other conferencing solutions (we've tried them all, by the way) but nothing is better than Zoom.

Difficult to set up: EASY.

2. Use Slack for internal communications

We use Slack for pretty much ALL internal communications. It reduces email significantly (we found that most of the emails our team received were from each other) and significantly increases collaboration between the team.

We also use Slack for communicating with clients if they've investing in our Fluid Marketing service and our team needs to communicate with their team throughout the day.

If you haven't tried Slack yet, then use this as an opportunity to try it out -- you won't be disappointed.

Difficulty to set up: EASY

3. Use Asana for project management

We use Asana for project management (it's one of the best project management tools around). We use it to manage projects, client campaigns, and workloads... and we use it for meeting agendas, meeting notes, and action points.

Difficulty to set up: MEDIUM

4. Use Google G-Suite

We use Google for our emails, docs (the Google version of Word, Excel, PowerPoint, etc.), drives and calendars. And with Google being in the cloud, it means we can access everything from any device, at any location, and it's synced everywhere.

The best part about G-Suite (aside from accessing your emails anywhere, anytime) is that we share calendars, collaborate on documents, and share files seamlessly.

Difficult to set up: HARD

That's pretty much everything you need to run a completely remote workforce and still get everything done at the highest levels of performance.

Aside from that, it's important to make sure that everyone has a good work-from-home setup including fast internet, a second screen, and a good workspace.

You'll also need to rethink how you get your team to work remotely together, effectively. But that's for another day.

We are living in strange times, so by using a few new tools and changing the approach to our daily processes, we can make a new, productive "normal" workflow -- for as long as it takes for this crisis to run its course.

Author's Bio
Alex Cleanthous is an entrepreneur, writer, technologist, and marketing leader. He is Co-Founder at [Web Profits](#), Australia's largest private digital consultancy.

With more than 17 years experience in the digital space, Alex stays at the forefront of digital innovation, strategy, and execution identifying new markets, platforms, and tools to keep pace with the exponential expansion of technology.