

Coleraine Leader
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Work from home this Friday

IN WHAT could be the largest mass absence from work for a generation, an estimated five million people will not be going to their place of employment this Friday.

None of them will be calling sickies, skiving or making excuses. In fact, their bosses may even be joining them and taking work home for the day, on National Work from Home Day 2009.

This year marks the fourth National Work from Home Day organised by Work Wise UK, a not-for-profit initiative to promote

'smarter' working practices – such as flexible, remote and mobile working, and working from home.

About five million people are taking part and the day will focus on how businesses in these straitened times can cut costs and boost productivity through home working.

Its objective is for half the working population, some 14 million people, to be given the opportunity to work smarter by 2011.

Paula Wynne, Co-founder of Remote Employment and The Remote Worker Awards, said: "The

recent emergence of 'virtual jobs' and 'virtual communities' is changing the way companies attract and retain skilled employees. With this new approach, the labour market is evolving towards remote working and working from home as viable options in their recruitment drive. It is also an ideal way to avoid redundancy."

For further information about National Work from Home Day, and the subsequent events planned click onto www.workwiseuk.org.