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Remote working, corporate identity, and employer branding dynamics

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The pendulum movement called “flexibility”

- Different working schemes and locations
- Leadership towards MBO
- H&S, incl. mental health
- Work-life balance/boundaries
- Experience of freedom (and increased workload)
- Digitalization



Corporate identity and EVP in remote working

- Sensor deprivation in communicating the employer identity
- What does the office offer that home setting cannot?



Building employee experience in alignment with EVP

Attraction and On-boarding

Training and development

Well-being

Connectivity and cooperation





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Thank you!

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