



ACES of SPACE
MISSION:CONTROL

DONT GET SO BUSY MAKING A LIVING
THAT YOU FORGET TO MAKE A LIFE

- DOLLY PARTON

THE 4-DAY WEEK, WORK LESS TO BE MORE PRODUCTIVE

The sudden standstill brought about by this pandemic has proven to be an accelerator for conversations and topics that were previously set on a back burner. In isolation, people are forced to think about the future at a time where uncertainty rules. This unexpected slowdown has enabled us to dedicate more thought to the things that matter the most and understand the monumental role that our wellbeing and surroundings play in our lives.

This mandatory step-back has given us time to reflect on the negative impact our previously high-stress lives had on our minds, bodies and relationships. Caught up in a heady culture of being categorically busy all the time, we ran from work to gym to meeting to social obligation on the verge of burnout. Work-life balance was a foreign concept that we simply didn't have time to comprehend or action.

The post-growth economy challenges the norm of more work equals more productivity. In the post-growth scenario, success is measured by the wellbeing of people and the environment, two factors which naturally optimise productivity.

At Aces of Space, we have long held the belief that productivity should not be measured by the performed hours, but rather by the successful output and solutions provided. To think outside of the proverbial box, we need to optimise the conditions for our creatives to thrive.

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It is no secret that creativity rarely stems from sitting behind a desk – the most ingenious ideas are usually spurred through stimulating conversations and invigorating experiences. In a time-poor environment where the pressure of performance is constant, originality is hard to find.

As employers, we need to nurture and manage employee happiness and productivity in the long-run. During our research we came across the progressive concept of the 4-day workweek concept which facilitates the pursuit of a balanced life. The concept is not a novel one as it has already been successfully implemented with proven results across the world. Microsoft Japan trialled and monitored its effect; confirming a 40% rise in productivity and a 23% decline in electrical. Finland's new prime minister, Sanna Marin has indicated that her country may just experiment with implementing the 4-day workweek nationwide. The innovative idea not only boosts workplace morale but is proven to deliver higher productivity with lower carbon emissions and fewer sick days.

"LinkedIn's 2020 Global Trends survey: "As we enter the 2020s, empathy will reshape the way employers hire and retain talent."

Cutting down on a day a week, gives staff has more time to recharge their batteries and spent quality time with family and friends. It also means they can cut down work-related travel costs by 20%. Studies show that 1 in 5 people suffer from mental health or anxiety issues at work – the 4-day week gives these people the time needed to take care of themselves and destress doing the things they love. Businesses can effectively reduce their carbon footprint as staff spend less time in the office and on the road. Additionally, these imposed lockdowns have proven just how efficiently work can continue even when working remotely.

Always on the lookout for innovative solutions that challenge the status quo, Aces of Space will be testing out the 4-day workweek from June 2020 with the mission of bolstering our creativity, productivity and impact on the environment around us.

Stay tuned for updates from our team on the trial!

To find out more about our services and what we can do for brand,
reach out to us at: **groundcontrol@acesofspace.com** - or call us on ;
UAE: +971 55 424 4543 / **NL** +31 6 39 565 066

