




# **ROWE** **RESULTS-ONLY WORK ENVIRONMENT** **ROWE**

**The Ultimate Guide to ROWE,  
The Outcome-Based Workplace  
for HR Professionals**





As a HR professional, you know how important it is to the business lines you support to create and maintain a work environment that attracts and retains top talent, maximizes productivity, and ensures an equitable employee experience. Easier said than done, right? That's where CultureRx comes in. Our Results-Only Work Environment® (ROWE®) creates the necessary conditions for an Outcome-Based Workplace to thrive. ROWE has been proven to have a positive impact on workplace culture, boost employee productivity, and increase employee engagement, and the employee experience. In this eGuide, we'll provide you with everything you need to know about ROWE, so that you can confidently begin your journey towards an Outcome-Based workplace.



## By downloading this guide, HR professionals can:

Gain a deep understanding of the principles and benefits of ROWE, including: autonomy, work-life blend, and talent retention.

Access practical strategies to address common challenges in organizations, such as managing remote work, aligning performance metrics, and fostering accountability.

Learn from real-world case studies and examples of successful ROWE adoption in diverse organizations, providing valuable insights and inspiration for their own adoption journey.

Enhance their knowledge and expertise in HR management, employee experience, and workplace culture, positioning themselves as strategic HR leaders and change agents within their organizations.

The modern workforce is evolving at a rapid pace, as employees all over the world are opting out of traditional work environments - you know, 9-5 Monday through Friday, preferably in the office if not all of the time, at least some of it. Today's top talent is rejecting that outdated paradigm in search of companies that offer more innovative approaches to how work fits into their daily lives.

Meanwhile, many HR teams are frantically searching for the keys to attracting and maintaining a competitive workplace. While some companies continue to drag talent into the office and bleed them dry, others are opting for flexible or policy-based hybrid work cultures.

Unfortunately, all of these policy-driven strategies often lead to dead ends, as they fail to address the core issues at the heart of traditional work structures. That's why CultureRx co-founder Jody Thompson developed a revolutionary adaptive change approach - ROWE - drawn from social science and effective change management practices, to effectively shift and strengthen a workplace's culture towards an Outcome-Based Workplace.



## What is the Results-Only Work Environment?

ROWE is an innovative new approach to solving widespread issues faced by companies and employees in a rapidly evolving job market.

ROWE creates the cultural foundation for an Outcome-Based Workplace that focuses exclusively on results to thrive. Companies enjoy benefits ranging from attracting and retaining today's top talent, increased productivity, revenue, and increased customer satisfaction.

Unlike Policy-Based Workplaces, the Results-Only Work Environment doesn't simply force employees to deal with the same workplace corporate office challenges from their home offices. In a Results-Only Work Environment, employees are given clear directions on exactly what they need to achieve and by when.

For far too long, employers have been falling into the trap of measuring employees based on the number of hours they spend at a desk (be it in the corporate office or home office)

If the "quiet quitting" trend has proven anything, it's that time clocks are no way to measure engagement, let alone productivity. ROWE is designed to foster a sense of competence, accountability, and autonomy among employees, rather than mere compliance.

For the last two decades, Jody and the CultureRx team have helped companies all over the world enjoy the social-science-backed benefits of adopting a ROWE, and creating an Outcome-Based Workplace.

**15%**

Annual business growth

**20%**

increase in on-time project delivery

**2x**

increased revenue in 4 years

**168%**

ROI from increased productivity

**50%**

ROI from decreased turnover rates

In a ROWE, the corporate or home office ceases to be a place where employees feel beholden to sacrifice half their lives in order to earn a salary. Instead, offices become tools that employees can use to gather, collaborate, and grow, when it makes sense based on the work - not as a default location.



## Why HR Professionals Should Support ROWE Adoption

Management and HR professionals everywhere can relate to the challenge of attracting and retaining top talent while juggling their roles as policy enforcement agents. By adopting an Outcome-Based Workplace through ROWE, company leaders quickly find themselves enjoying a refreshing new relationship with employees.

Rather than enforcing rules or granting permission, managers become trusted allies whose job is to guide performance and manage work, rather than people. As one of our Gap Brand clients put it, “ROWE has been tremendous with regard to allowing my team to have autonomy in what we do and building a culture of trust and accountability. All they have to do is make sure they’re delivering results. ROWE can be really scary for organizations, but one of the greatest things is it opens up lines of communication between team members and leaders.”

Instead of worrying about whether each employee is at their desk on time and “working”, management’s focus is on setting clear expectations and performance standards designed to measure results. Employees who succeed will quickly stand out, as will those who aren’t measuring up to their potential.

High-achievers will enjoy the rewards of being recognized for their work, not to mention a whole new sense of work-life blend. Managers will enjoy far more time to focus on underperformers, work with them to come up with solutions, and evaluate the results.

Fostering a sense of accountability among employees also creates a strong sense of trust and collaboration that’s sadly lacking in many organizations today. When employees are given the freedom to do their best work in their own unique way, employers are often amazed at the sense of motivation and engagement that blossoms as a result.



“In a traditional work environment, I found myself at the mercy of someone else’s schedule and often had to miss (or be late to) my son’s after-school activities,” explains an employee from one of our ROWE companies. “ROWE allows me to maintain my priorities. I work more and I work harder, but I do it on my schedule—so I feel great about it.”

Along with a renewed sense of engagement, comes increased productivity, motivation, and job satisfaction. ROWE employees have even been empirically shown to have better health habits, including a lower chance of smoking, a higher chance of working out, and nearly an hour of extra time to sleep each night.

Throughout an extensive 6-year study, University of Minnesota researchers Phyllis Moen and Erin Kelly compared traditional policy-based work models with performance-based hybrid models like ROWE. While policy-based work environments proved a recipe for burnout, performance-based models that revolved around accountability and autonomy produced remarkably different results.

Employees who worked in a Results-Only Work Environment reported enjoying more control over their schedules, a better work-family balance, and even more support from their managers. They also showed decreased signs of stress, burnout, and job-related depression.



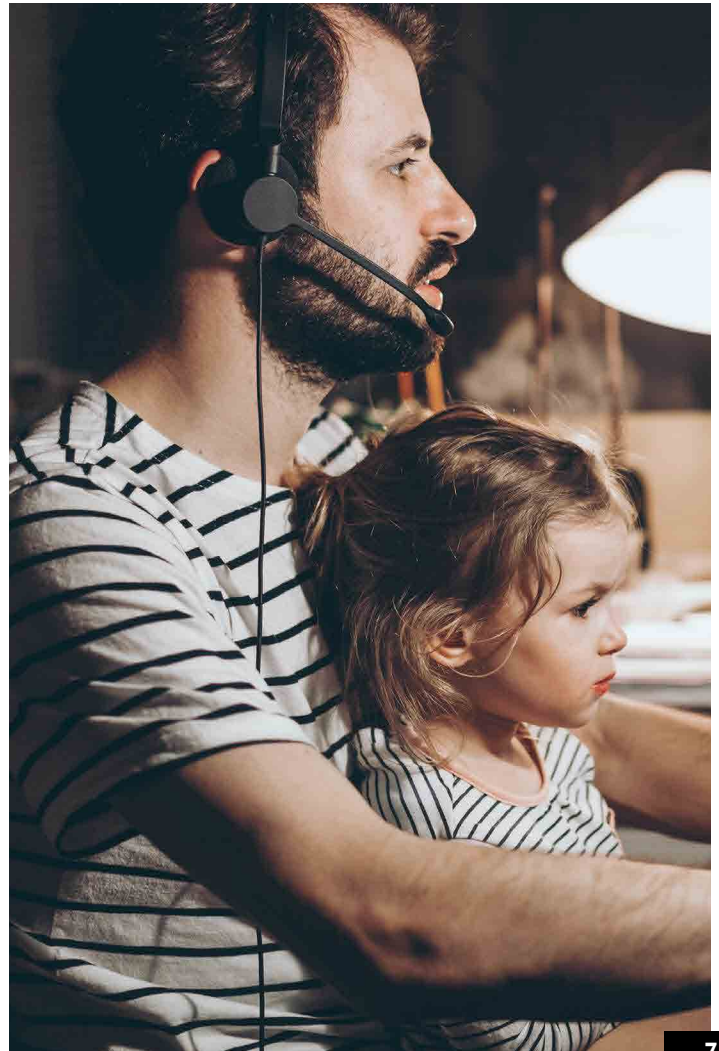


## Partnering with CultureRx to Adopt a ROWE

CultureRx is a globally-acclaimed organization founded by ROWE co-creator Jody Thompson. For decades now, Jody and the CultureRx team have been helping companies in a variety of industries create work cultures that increase employee retention, productivity, customer satisfaction, company revenues, and more.

Are you tired of losing the talent war and ready to create a modern work environment fit for today's top talent? Our CultureRx Adaptive Change Facilitators will work closely with your HR team to help you guide your company into the future through a proprietary research-backed process.

Our four-phase approach is designed to transform your workplace culture, all while equipping your company leaders with the skills they need to confidently lead your organization into the future. Let's take a closer look at what you can expect throughout each step of your journey.





## Phase One: The Assessment

Want to find out how your company currently stacks up to ROWE standards? Our free [2-minute quiz](#) can go a long way toward helping you understand where your company is now as compared to where you'd like to be in the future.

Next, we'd simply love to have a chat! We want to hear all about your organization, what's working, what isn't, and anything in between.

One of our CultureRx Adaptive Change Specialists will walk you through a full, in-depth assessment to help you decide whether adopting a ROWE is a good fit for your organization. If together we determine that it is, we'll then decide if it makes sense to start with a pilot (internal proof of concept), or go all in right away.

Our ROWE experts are standing by to help you outline the perfect fit for the unique needs of your organization. [Contact CultureRx](#) today to start a conversation that leads to a bright new future.

**Reach out to us.**  
[info@gorowe.com](mailto:info@gorowe.com)





## Phase Two: Implementation

We get it - change takes time. Rest assured that we'll work with your HR team to institute a proven process that eases your company into the ROWE mindset as you embark on creating an Outcome-Based Workplace.

Our proprietary adoption process includes employee training modules, as well as modules designed specifically for managers and leaders. As your company works through each, you'll collectively begin to kick outdated beliefs to the curb as you embrace engage with a new, contemporary, social science based mindset.

Our CultureRx Adaptive Change Specialists will facilitate each session to ensure that both you and your employees feel confident and empowered as you set out on an exciting new path. As your new work culture begins to slowly take root, your company's leadership will gain the skills they need to oversee your long-term progress.



## Phase Three: Sustain & Support

Moving beyond outdated mindsets, beliefs and behaviors about how work happens is no easy task. Rest assured that we'll never leave you hanging! In the months that follow the completion of the initial training modules, employees participate in brief activities, coaching calls, and a choose your own adventure Learning Management System, all designed to support growing into ROWE. HRBP's also receive additional training, becoming internal ROWE Coaches.



## Phase Four: Practice and Evolve

Much like any other culture, ROWE is an ever-evolving set of ideas and behaviors that need to be maintained and nourished over time. That's why CultureRx provides yearly support designed to help you introduce new hires to the ROWE way of life, as well as continued access to the GoROWE Online System©.

ROWE Coaches also continue to collaborate with the CultureRx team in order to reinforce and reward positive outcomes and solve any problems or challenges that arise.

We'll also help you gather annual cultural data and create refresher sessions to help your employees and managers take full advantage of all the benefits ROWE has to offer.



## Ready to Go ROWE?

By adopting a ROWE in your organization, you can create a workplace culture that is both productive and equitable, attracting and retaining top talent while providing a healthy work-life blend.

CULTURE

# HOW WE RESULTS-ONLY WORK ENVIRONMENT NOW WE

**CONTACT US TODAY**

To learn more about how we can help you  
create a Results-Only Work Environment  
that works for your business.