



# Work Naked: Eight Essential Principles for Peak Performance in the Virtual Workplace

*Cynthia C. Froggatt*

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Alternative workstyles can be a way to attract, retain, and motivate talented employees

"Enlightening, enjoyable, and extremely practical . . . offers real clarity about what is wrong with the way most companies work, plus exact directions on how to fix each and every office foolishness. Do what Froggatt says and watch your employees productivity rise."--Scott Shuster, BusinessWeek

Corporate and individual resistance to new ways of working are often imbedded within a company's culture--and can stifle change and hinder productivity. Organized around eight simple yet critical principles of the new workplace, *Work Naked* challenges long-held beliefs about the appropriate time, place, look, and feel of productivity in the knowledge era, showing how a wealth of hidden potential can be released by giving employees the freedom to work how, when, and where they want. Cindy Froggatt suggests workplace options that can help balance work and personal life, and helps managers address the needs of the many knowledge workers who require a greater degree of autonomy to perform, create, and innovate. She presents numerous examples of companies of different sizes and types that have instituted telework or alternative programs--and clearly explains the benefits and pitfalls of implementing them.

Cindy Froggatt (New York, NY) is Principal of Froggatt Consulting, whose clients include Compaq, Mercedes-Benz, Capital One, and Nova Corporation.

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