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Welcome to In Touch

"Employees' changing expectations about the nature of work and the transformation imperative are driving the rapid adoption of flexible and mobile working. Articles in this edition outline the latest developments and the contribution Vodafone can make to your initiatives. I hope you find In Touch thought provoking and enjoyable."
Craig Wellman, Head of Public Sector.

For Craig's full welcome message [read on...](#)

The flexible working challenge

Can wireless technology drive public sector transformation?



In a series of top level debates, senior figures from a broad range of public sector organisations came together to discuss mobile and flexible working within the context of the government transformation agenda. The event was facilitated by IDC and hosted by Vodafone. Working on the premise that 'Work is an activity, not a place', the debate centred on balancing the benefits of flexible working against the perceived cost. [read on...](#)

Smarter workers want more

Working Nation report identifies new management challenge in the rising ambitions of professional workers



The recently published sixth Working Nation report, 'The Nature of Work', explores the fundamental questions of why we work and what motivates us to keep going back, above and beyond the need to pay bills alone. The report finds that for many, developments in technology and new forms of communication are changing working cultures and attitudes across generations – challenging hierarchies, creating virtual work communities and changing the way that people want to communicate and collaborate. [read on...](#)

Mobilising applications

Mobile technology can transform your operations and deliver significant service efficiency improvements



Gartner, one of the world's leading information technology research and advisory companies, has recently suggested that mobile technology can support organisations in three distinct ways. Wireless technology can help in the daily running of your administration, without any fundamental changes to core processes – mobilising email falls into this category. There are even greater benefits as you consider how technology can help you enhance your offering. [read on...](#)