The Great Dispersion and Duty of Care

The Great Dispersion

The great dispersion is a reference to the restructuring of the workforce as a result of COVID-19 in 2020.

Dispersion is "the reshaping of distribution removing unnecessary friction and cost," according to Scott Galloway, author of Post Corona. With the pandemic, many employees shifted from an office or a school setting to a work-from-home environment.

According to Upwork's Future of Workforce Pulse Report, before COVID-19 about 12.3% of the workforce in the US worked remotely, and as of December 2020, 41.8% of Americans were working remotely. That's almost a 30% increase!

This dispersion of the workforce, from the office building to individual homes, changes the dynamic and risks associated with work.

With the great dispersion comes a change in your role of delivering against duty of care. How can employers address the safety of their employees when they are not in the building?

Safety concerns are at an all-time high. The legality and morality of an employer's responsibility to their employees in providing a safe work environment is more important than ever, wherever that work environment may be.

What does an employer's duty of care look like in a post-pandemic world where 1 in 4 Americans will work from home (CNBC)?

The Evolving Role of Duty of Care

For employers, this shift in the work environment also means a shift in duty of care responsibilities.

What started as a common law principle in the early 19th century, is now more than a simple legal responsibility - it is your company's responsibility to protect your employees, when working or traveling for business on your behalf, from unnecessary risk or harm.

PAST APPROACHES

In the past, employers would typically address duty of care with technology solutions from four distinct pillars:

Personal Safety Solutions/PERS

Mass Notification/ EMNS

Threat Intelligence

Travel Tracking Solutions

These approaches evolved over time as new point solutions were created to solve for a company's individual or critical use-cases.

Use Cases - Duty of Care in a WFH / Remote Working World

The remote working world offers new complexities. The workplace has always been mobile, with employees working remotely or traveling for business. With COVID-19, more companies have had to adapt to an increasing percentage of their employees working remotely on a more permanent basis. Typically this would mean working from home, but recently we are seeing an increase in mobility, with many taking the opportunity to travel while working. Knowing the location of your employees has remained important but has become an increasingly complicated issue...

How do you respond when...

+ A political protest turns violent?

+ Internet chatter from brand activists suggests retail locations within a broad geography will be targeted?

+ An active shooter event in a nearby office building forces a lock-down?

+ A gas-leak impacts one location but not others?

+ There is a major televised event and your CEO asks if there is any impact to your organization?

+ An employee tests positive for COVID-19?

You want your employees and business to be protected from harm. You need to know where your employees are located, and have a plan of action for all potential threats and disasters.

Duty of care has real life implications at work, wherever your employees may be working from.

COVID-19 is now a commonplace threat with over 24 million confirmed cases in the United States (WHO). Notifying all employees and guests who may have been exposed is essential so that they can take the necessary precautions.

Do you know where your staff are located at all times? With co-working, field staff, and office staff, you have a "duty of care" to uphold; to keep your employees and guests safe, while maintaining their privacy.

Who "Owns" Duty of Care

Does your company have a person or persons dedicated to providing duty of care? Larger companies often have specific employee safety positions, although it varies between organizations. These positions often have titles such as Global Security, Risk Management, Emergency Preparedness, EHS (employee health and safety), and BC/DR (business continuity and disaster recovery). However, every person in a management position should keep duty of care in mind. For example...

+ You need to be aware if your employees are traveling to areas that are high risk for COVID-19

+ You need to know who is in the office and when in order to mitigate the risk of cross-contamination between employees

Every company relies on human resources to provide duty of care. Human Resources (HR) works closely with every part of the organization and every employee, meaning for any company-wide duty of care issues they are responsible for coordinating solutions. The HR department of your company should have, and be comfortable using, an emergency communication system. HR should also be in charge of all initiatives and internal communication regarding duty of care. Communication is key when it comes to fulfilling duty of care.

Comprehensive Care

Every company must **anticipate, monitor, communicate, and respond** when it comes to safety and security. Even in a work environment where employees are dispersed, such as working from home, and can no longer be protected as they were by a security guard at the office, the same four pillars apply. Kinetic Global leverages every technological advantage cooperatively so that businesses and people are secure wherever they are.

Anticipate

The best protection is prevention. This is where anticipation comes in. Kinetic Global maps current and forecasted threat flash points sourced from global intelligence agencies, hundreds of threat analysts, and communities worldwide.
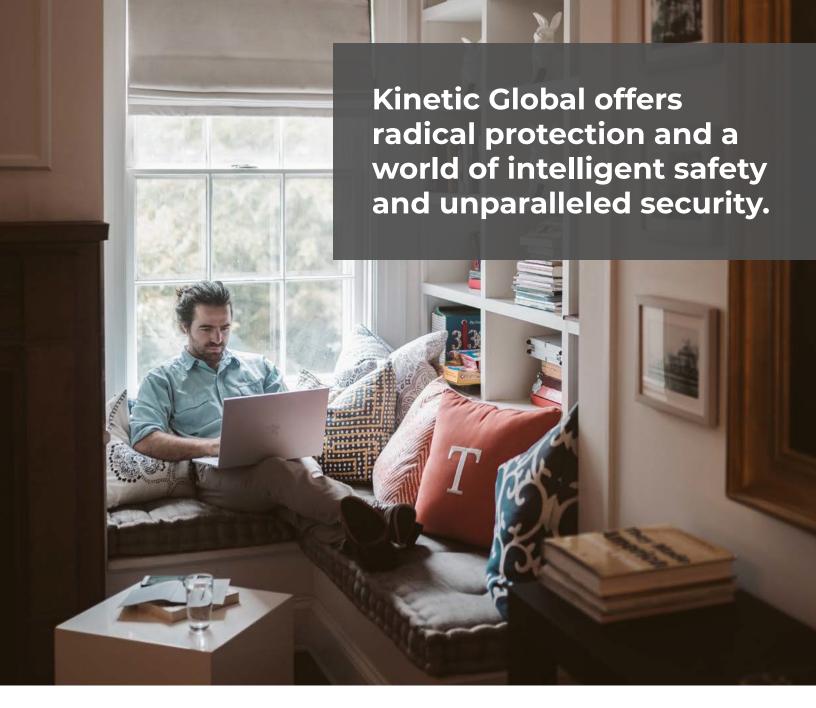
Monitor

Monitoring is all about augmented awareness. Across the parking lot, between floors, and over borders Kinetic Global can monitor the status and location of any asset, anywhere — with military-grade accuracy. Customizable with monitoring modules that cover your needs.

Communicate

It all comes down to communication. Bilateral communication capabilities increase awareness while helping employees feel more safe and better supported. Automatically request responses from people within a threat radius. Check-in and provide intelligence and logistical assistance until all assets are secure. In the event of a personal distress alert Kinetic Global sends identifying details and an exact location to emergency responders so you don't have to.

Respond

For the worst case scenario, you want the best possible response. Our Global Security Response Centers make over 4,000 outbound calls daily in response to our users. Equipped with military-grade encryption, our medical, security and safety protocols are at the ready for any unforeseen eventuality.

Kinetic Global offers radical protection and a world of intelligent safety and unparalleled security.

Learn More

Have questions? Thinking about consolidating multiple point solutions into a single holistic platform? Please email info@kineticglobal.com for more information or to start a conversation.

KINETIC GLOBAL

info@kineticglobal.com　|　+1 (858) 633-3997　|　www.kineticglobal.com