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4-day working week a success?

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07 December 2022   Samantha Sargeant

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More than 100 companies across the UK, among them a bank and marketing company, have permanently adopted a four-day working week. As the companies have been accredited by the four-day week campaign, this means they have demonstrated that they have genuinely reduced hours for workers rather than forcing them into longer days and are not paid any less. The change has been cited by one of the companies involved as being one of the "most transformative initiatives we've seen in the history of the company", with increased employee wellness and well-being and enhanced talent recruitment and retention being some of the benefits.

Companies are going to have to continue to think innovatively to attract the best talent. Where salary increases may not be possible given the harsh economic climate, companies will need to think 'outside of the box' – which may include a 4-day working week. With the UK campaign continuing to coordinate pilot schemes, there are likely to be many more to come who adopt this new way of working.

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