



It should be a simple equation. More hours of work equals more success and better productivity.

Not necessarily.

Did you know the five-day, 8-hour work week wasn't even the norm until 100 years ago? Before that, workers could be facing 12-16 hour days with very little rest, or time for breaks.

The result? Strikes, increased work-related accidents, and a higher turnover of employees.

Along came Henry Ford. He saw his production line slow down. He saw his workers unhappy. He decided to bring back some good old Ford Focus to his workforce with his 5-day workweek structure. His employees were happier, more loyal, and took extra pride in their work.

So, we're talking about reducing it again? Absolutely, and here's why.

Being at work doesn't mean you're working

An average worker works for only three hours in an eight-hour day, according to studies. In one go, we're not capable of delivering that much output.

An attractive benefit like a 3-day weekend is a huge motivator. It leads employees to work a lot harder and feel more positive. Psychological studies (*like Skinner, 1948*) stress the effectiveness of positive reinforcement. When your employees know there is an end in sight, it motivates them to work harder, and with more intensity.

A Happy Worker is a Hard Worker

Mental health is a massive factor in how well we work. Stress, anxiety and tiredness all affect output. Long work hours can increase all of the above. Practicing 4-day work weeks leads to employees feeling less stressed and more productive.

One study found that, since moving to a 4-day workweek, workers were a massive 78% happier, and 70% less stressed. These numbers aren't anomalies either. This simple change can be a significant one.

Train Those Brains

In 2016, Cal Newport published a game-changing book called *Deep Work*. Our brain, like all muscles, needs rest and recovery. Lifting weights at the gym with no pause doesn't build muscle. It damages them. Newport challenged us by asking us why the brain is any different.

We can practice a new system; work for a shorter, more intense amount of time. Follow it up with a break. This not only increases productivity, but also the quality of work. Living out a 4-day work week is the Deep Work model in real time; produce incredible work to be proud of, then rest. You can repeat the process the following week!

Offer the Best, Attract the Best

Somewhere out there, individuals exist that would transform your business. They understand your vision. They would bring fresh, new ideas and they'd make your team click immediately.

But they're out there. Not here with you. We should change that, don't you think?

Providing exciting incentives like a 4-day work week would turn a lot of heads. In fact, it would turn the heads of those we've just been dreaming about. Their company still works 5 days a week after all.

Not only that, but your star employees are more likely to stay. The pandemic had a huge impact on all aspects of work culture. It opened up eyes to the importance of flexibility and employee well-being. Switching to a 3-day weekend guarantees to be a popular decision.

A business with highly-motivated, talented team members sounds like a pretty amazing setup. I hope you'll agree that it's very possible too. It can be a huge decision. It requires a lot of planning and decision-making. Yet it's sure to prove the doubters wrong with visible results.