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FEATURES OF MANAGING DIGITAL NOMADS

The trend of digital nomadism is growing. Comparing researches “State of Independence in America” by MBO Partners in the 2018 [1] and 2019 [2], we can see that the number the people who identify themselves as a digital nomads increase from 4.8 million people to 7.3 million people (it’s more than 52%). Think about it: 2.5 million people become digital nomads in a year only in America!

There is no universal definition for the digital nomads’ phenomenon because of their variety. For example, because they are full-timers (2018 – 54%, 2019 – 61%) and part-timers (2018 – 46%, 2019 – 39%), their income also varies widely: from less than \$10,000 (2018 – 38%, 2019 – 19%) to more than \$75,000 (2018 – 16%, 2019 – 36%). There are many women among digital nomads (2018 – 31%, 2019 – 39%), and professions in digital nomadism are also different: creative professionals (writers, designers, editors, content creators), IT professionals (programmers, developers, etc.), marketing and communication professionals, and those involved in ecommerce [1; 2].

In general, digital nomads can be described as a people who work remotely anywhere they can connect to the Internet and like to travel a lot. With the increasing

level of interest in a fully remote work style, it is time to change perceptions of what a team is and how all the pieces work together. This means evaluating how you manage your team and learning how to do it better. Because of the remote workers' raising amount, it is very important to understand how to manage this new staff. Managing teams of digital nomads is not the same as managing teams that work in the same physical space. If you want to manage team well, you will need to form the appropriate team. That means to hire right people. In the recruitment process, look for candidates who possess high levels of self-discipline and motivation. Learn from their previous client or employers how the candidate relates to work goals and deadlines. Digital nomads must be reliable, doing the job without excessive control. Using the culture and values of your company also will be efficient; this way you show them what you will expect from each team member [3].

All experts who have managed digital nomads or manage them now agree that the biggest difficulty is that the team does not work together [4]. Besides the fact that they very often live in different time zones and have poor Internet connections, moreover there are almost no connections between each of them and with manager. Stay connected with your team and do not let distance create differentiation in how you work. There are many different tools today, both free and cost-effective [5]. Email, social media, and productivity tools all add to the mix, but best of all to use a business messaging service. For example, Slack – a cloud-based proprietary instant messaging platform which offers features, including persistent chat rooms (channels) organized by topic, private groups and direct messaging. Content, including files, conversations and people, is searchable within this software [6].

Another important task is to set clear goals. That is why you need a well-defined work schedule, which will let each team member know what you expect him or her to do. For these objectives is suitable Trello - a web-based Kanban-style list-making application where users can create their task boards with several columns and move the tasks between them. Typically, columns include task statuses: To Do, In Progress, Done. Trello has a wide scope and can be used in estate management, software project

management, school bulletin boards, lesson planning, accounting, web design, gaming, and law office case management [7].

However, you may get lots of recommendations for productivity tools, team management applications and a billion other software solutions, that does not get to the heart of the issue. Managing digital nomad teams is exactly like managing any other team in one particular way: you have to understand the needs of your team and find a solution that works best for them [8]. Great teams do not work if the individuals cannot realize how to work efficient together. As the manager, you should to be the hub in the complex system that is a digital nomad team. You have to find a way to make it work, and there is a lot that goes into managing internal teams that can also be applied to digital nomad teams: learning, communication, expectations, consistency, organized systems etc.

You and your team will have to find the right solution that incorporates the values and priorities of the team. As long as the work is getting done, people are communicating freely and the team members are satisfied, you're probably on the right track.

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