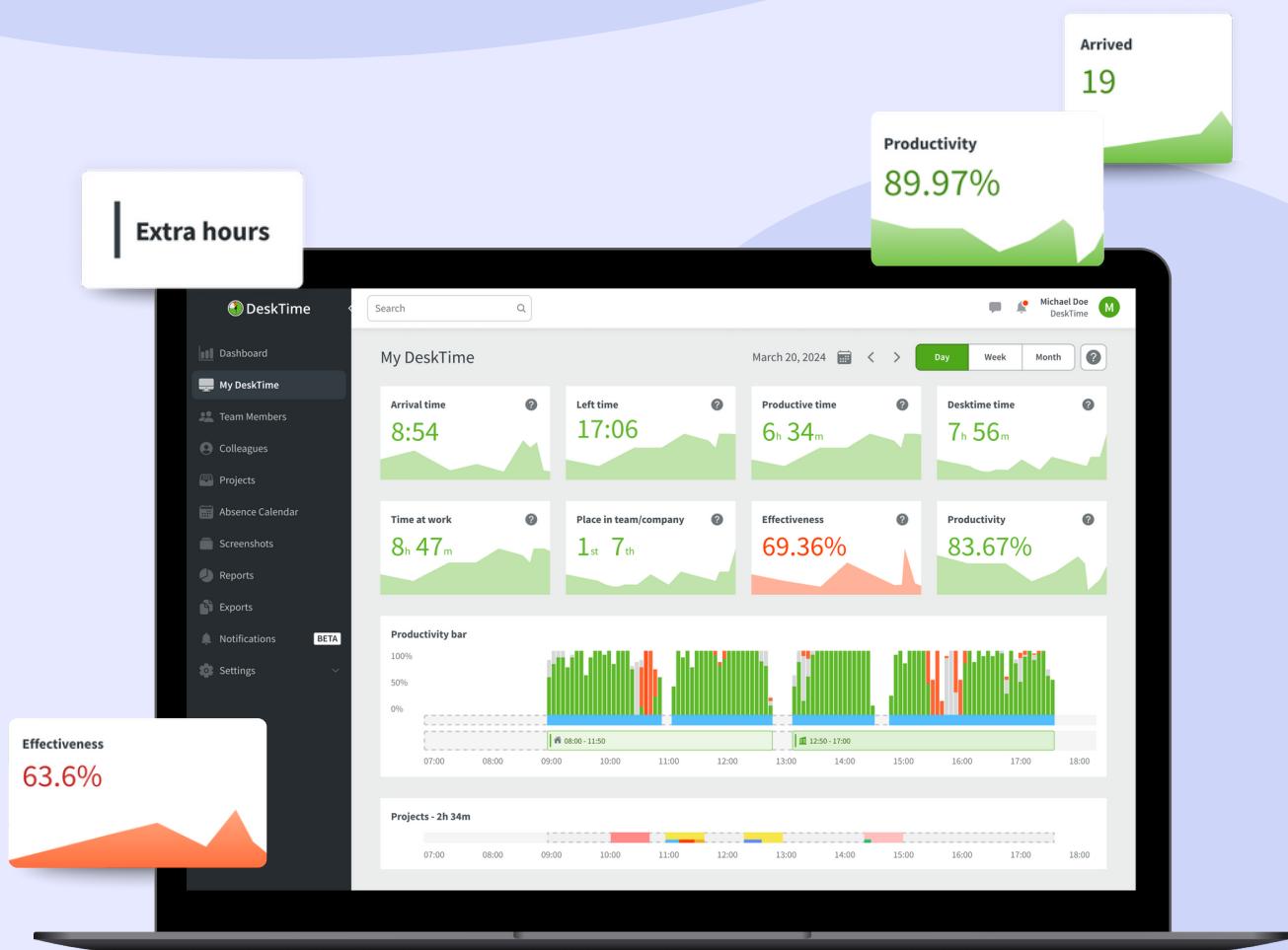




Get your team on board with time tracking



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For me, DeskTime is freedom. Freedom to plan your own workday, freedom to take breaks, freedom to balance work and personal life.

Veronika Malnača,
Chief Growth Officer at DeskTime

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INTRODUCTION

Founded in 2011, DeskTime has been in business for well over a decade. During this time, we've accumulated a wealth of knowledge on how time tracking can help businesses improve the overall cultural climate in their teams.

When you consider introducing time tracking, remember that it will mean a culture shift and affect your employees' day-to-day work lives. The way you introduce it can shape how your team perceives it. That's why preparation matters.

Luckily, preparing your team for time tracking isn't all that difficult if you know what to do. We've put together this easy 4-step guide with practical tips on how to introduce time tracking to your team in a way that brings value for both your business and your people.



STEP 1

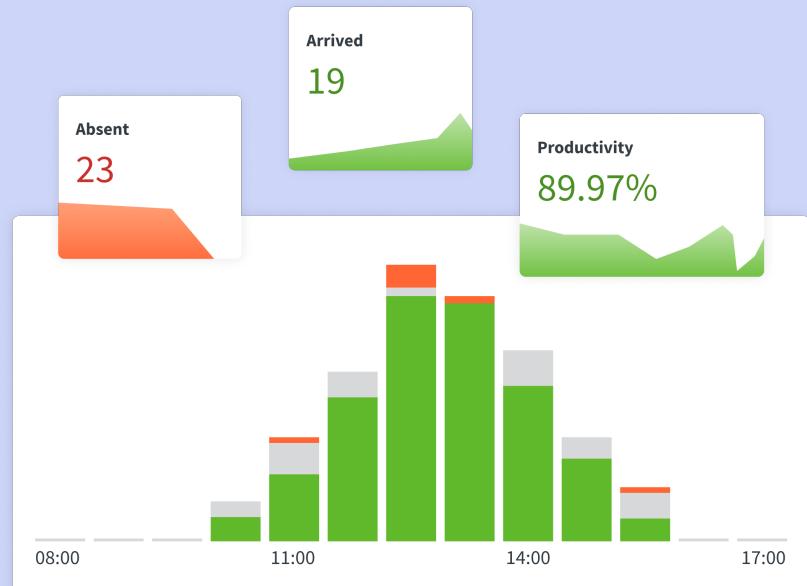
DECIDE WHAT TO TRACK

The first step is to define what you'll be tracking and, more importantly, why.

This part often gets overlooked. But if you want to introduce time tracking successfully, you need to have a clear idea about why you're doing it and what you're hoping to learn or improve.

A well-thought-out, transparent time tracking policy can go a long way in building trust. **When your team knows exactly what's being tracked, why it matters, and how it'll be used**, they'll be more likely to feel confident and in control.

Not sure where to begin with your time tracking policy? We've put together a simple draft structure that you can adapt to your team's needs.



[COMPANY] TIME TRACKING POLICY



To: _____
Cc: _____
Subject: [Company] time tracking policy

Introduction

Explain the objectives and reasons for introducing time tracking. If you haven't clearly defined it yet, here are the most common reasons businesses turn to time tracking:

- **Matching hours to the workday:** Time tracking gives everyone a simple way to see whether their logged hours align with the expected work schedule.
- **Understanding workloads:** When you can see how time is spent across your team, it's easier to spot when someone's over capacity or when others might have room to support.
- **Documenting work for clients:** If your team bills by the hour, time tracking provides a transparent record of what was done and how long it took.

Working hours definition

Specify when employees are expected to start and finish work, whether there are fixed or flexible hours, and if there are any required core hours during the day.

Important metrics

Explain which DeskTime metrics your team should focus on, where to find them, and what kind of numbers they're expected to log.

DeskTime features

Let your team know which DeskTime features and integrations you plan to use.

Company admin access

Make it clear who's responsible for DeskTime on your team. That way, employees know exactly who to contact if they have issues or questions.



STEP 2

ADD VALUE, NOT STRESS



Fun fact!

More than 10 years ago, one of our company designers worked best late. So we made flexibility a policy instead of forcing early starts.

For time tracking to benefit the overall team culture, you'll need to think of it as a two-way street. **You get something, and your employees get something in return.** So, when you're planning out your time tracking policy, make sure to include some benefits for your team that they otherwise wouldn't have.

We practice what we preach at DeskTime! We've used our own product to build a work culture based on trust and flexibility. Here's what that looks like in practice:



Choose-your-own hours

We give our team the freedom to design their day. Outside our core hours of 11 AM to 3 PM, we're free to plan the rest of our workday around our lives.



Shortened workweeks

We follow a 35-hour workweek and further reduce it to 33 hours during summer months, with no dip in performance.



Work from anywhere

Whether you work from home, the office, or another country for up to three months, DeskTime supports flexible work locations.



STEP 3

GIVE EMPLOYEES CONTROL

Your employees will feel more relaxed about tracking time if they know they can see and correct their data. DeskTime data should reflect the reality of their workday, and your team needs to trust that it does.

That's why we recommend you consider our employee-friendly features:



Offline time allows employees to log time for work that has happened away from the screen, so all types of work are visible and valued, not just what's done online.



Calendar time allows for a seamless integration that syncs with calendars, accurately depicting scheduled events.



Private time allows employees to pause tracking when they need a moment of privacy. This gives them autonomy over their schedule and helps foster a culture of flexibility and safety.

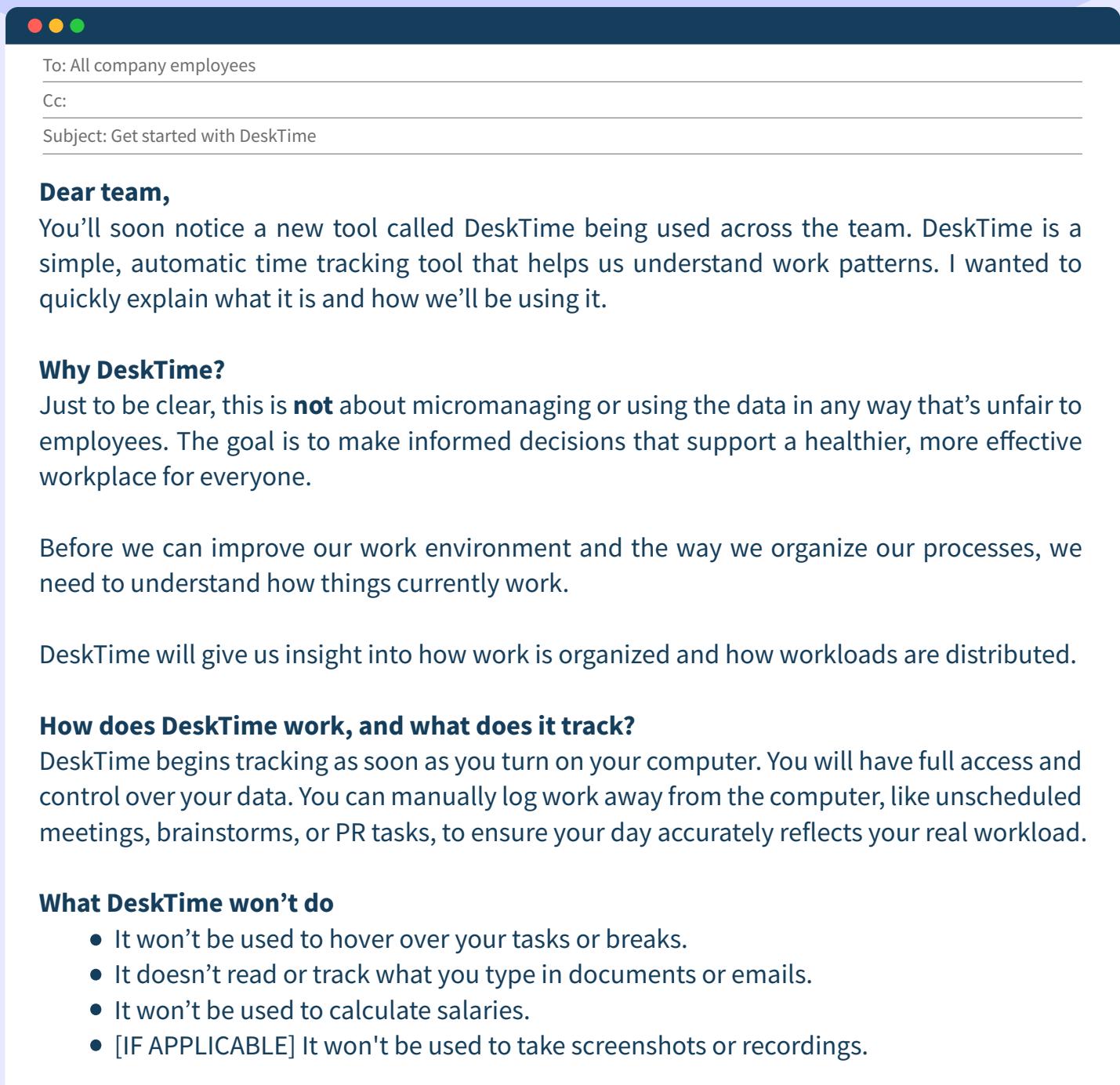
When you position DeskTime as a tool for insights rather than punishment, employees are less likely to see it as surveillance. In turn, they'll also be less inclined to find ways to game the system.



STEP 4

TALK TO EMPLOYEES

After you've figured out your time tracking strategy, it's time to communicate these changes to your team. Not sure where to begin? You can adapt this template email to your team's needs.



To: All company employees

Cc:

Subject: Get started with DeskTime

Dear team,

You'll soon notice a new tool called DeskTime being used across the team. DeskTime is a simple, automatic time tracking tool that helps us understand work patterns. I wanted to quickly explain what it is and how we'll be using it.

Why DeskTime?

Just to be clear, this is **not** about micromanaging or using the data in any way that's unfair to employees. The goal is to make informed decisions that support a healthier, more effective workplace for everyone.

Before we can improve our work environment and the way we organize our processes, we need to understand how things currently work.

DeskTime will give us insight into how work is organized and how workloads are distributed.

How does DeskTime work, and what does it track?

DeskTime begins tracking as soon as you turn on your computer. You will have full access and control over your data. You can manually log work away from the computer, like unscheduled meetings, brainstorms, or PR tasks, to ensure your day accurately reflects your real workload.

What DeskTime won't do

- It won't be used to hover over your tasks or breaks.
- It doesn't read or track what you type in documents or emails.
- It won't be used to calculate salaries.
- [IF APPLICABLE] It won't be used to take screenshots or recordings.

