

Future of Work Guru Shares Her Tips for Unlocking the Power of Flexibility

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Workplace flexibility is a game-changer that fuels engagement, productivity, and peak performance when done right. **Manar Morales**, CEO of the Diversity & Flexibility Alliance, knows what it takes to build flexible workplaces where everyone can thrive. She helped Winston design [our industry-leading parental leave program](#), and recently she shared her top tips for unleashing flexibility's full potential.

1. **Break the Mold.** Don't let "how we've always done it" get in the way of innovating flexible ways for people to work together. The pandemic proved remote work and productivity can go hand in hand.
2. **Offer flexibility for all.** Flexibility shouldn't be reserved only for parents or women. Flexibility is a powerful driver of engagement and satisfaction that works best when it's available across an organization but tailored to specific roles. Flexibility for a receptionist will look different from flexibility for an attorney.
3. **Customize team communications.** Learn how your clients and teams prefer to connect and create norms that fit everyone—not just your favorite way to connect. Holistic flexibility requires learning and adaptation.
4. **Flexibility is a responsibility.** Make smart choices. Show up in the way that will deliver optimal impact for each situation. Sometimes this means meeting face-to-face even if it's not required.
5. **Be open-minded.** Don't blame a flexible work schedule for poor performance. If someone's struggling, it's most likely not about where they work, but how they work. Address the root issue.
6. **Include everyone.** When holding a hybrid meeting, make virtual attendees feel welcome. Greet them, encourage cameras on, and keep an eye on the chat.
7. **Connect personally.** Schedule time to connect on a personal level with team members who are in other offices or work from home. It's easier to connect in the office, but it's easy to schedule video check-ins to keep relationships strong.

Thank you to the **Women's Leadership Initiative** for sponsoring this event and to our **Opportunity & Inclusion Team** for making it happen. Special thanks to Winston partner **Julia Johnson** for moderating, helping develop our award-winning parental leave policy, and serving as our firmwide Parental Leave Liaison for lawyers taking parental leave.

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