

SUMMARY

Future
workplace
report
2019





Introduction

Engaging, connecting and reimagining the workplace

Employee experience is reshaping the workplace. For years we've been talking about the increasing crossover between external and internal content, but the smartest organisations are now making that connection with their experiences.

But what does employee experience look and feel like? It's the moments and touchpoints between an individual and their organisation. It's when culture, technology and environment come together, influencing our life at work.

Today's workplace is that place. It's connected, communicates and has engaged, happy and productive people with the knowledge, tools and information to achieve their personal and collective goals.

And who influences it most? Communications, HR and IT. We're vital to this dynamic and evolving future. We're the storytellers, architects and builders that can make or break a great employee experience, making a tangible difference to business success.

Many of our conversations with our clients in the last 12 months have started with them asking: "How do we increase engagement?" We think that "create a better employee experience" is a good answer.

In this report, we've outlined what we believe are the seven issues that have the biggest impact on the employee experience, shaping how we engage, communicate and connect in the workplace in 2019 – and beyond.

To request a copy of the full report, email:
hello@sequelgroup.co.uk



The cross-generational workplace

With people living and working longer than ever before, we're now seeing five generations of employees in the workplace for the first time in history – a trend that's shaping business culture and the way we work.

With each generation typically viewing work differently, the pressure for organisations to meet everyone's diverse and individual needs is growing.

So, given this backdrop, what must we do to successfully reach every element of the modern workplace? And how can we maximise the full range of communications channels to help us achieve our goals?

TIP

Use a multi-channel, multi-media approach and match your method to the message and each target audience.

The mobile workplace

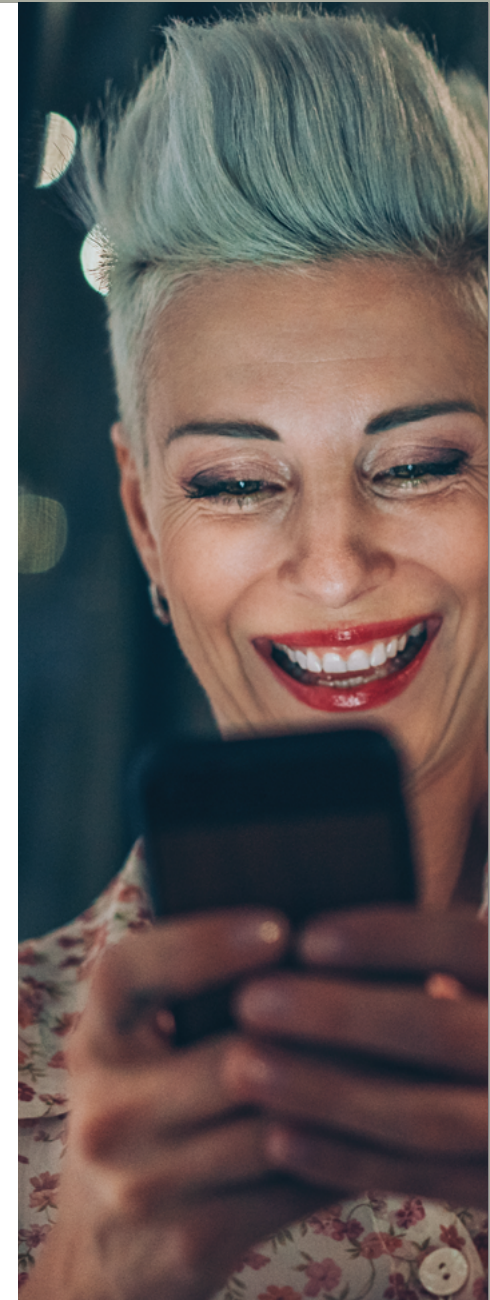
Mobile technology is fast, interactive and reliable, giving us the potential to reach all employees, regardless of location or the hours they work.

It's estimated that mobile internet use now accounts for 61% of the time UK people spend online, making the potential for businesses to harness mobile communication immense.

By combining channels and technologies already in use and introducing mobile, organisations can break down communication barriers and transform the employee experience to better support efficiency, growth and innovation.

TIP

Start by understanding the mobile tools and functionality your people need. Powerful platforms like 365 have inbuilt channels and tools to suit your audiences and business.





The purposeful workplace

Research suggests that more than 70% of people want to work for an organisation that is socially and environmentally responsible, meaning it's increasingly vital for businesses to have a clear and compelling purpose.

Evidence also suggests that having motivated employees who understand a company's purpose can increase profitability from 22% to 27% within six to 12 months.

So, with our research suggesting that just one in three employees are clear about their employer's purpose, what can we do to better communicate our organisation's purpose and bring it to life?

TIP

Bring your vision to life by sharing great people stories that embody your values. Help employees in all areas to clearly understand the role they play in delivering the organisation's purpose.

The trusted workplace

Trust – for centuries it's been at the centre of any successful society, but evidence shows it is sadly lacking in many modern organisations.

Indeed, research suggests that only 37% of employees rate their CEO as credible, and 45% say lack of trust in leadership is the biggest issue affecting their work performance.

According to PwC's annual Global CEO survey, the number of CEOs concerned about a lack of trust in businesses has grown to 55%. But what can be done to reverse this trend?

There's no quick fix, but the challenge is to make trust a consistent, defining value of leaders' behaviour and ultimately the backbone of organisational culture. Only then will employees recognise and thrive inside their organisation's 'circle of safety'.

TIP

Become a trusted advisor to your leadership team. Research shows that poor leadership communication is the main barrier to internal communication success, so put your time and resource into leadership training and support.



The intelligent workplace

Global business leaders currently rate the pace of technological advance as the top threat to their organisations, ahead of economic, political, and environmental changes.

Staying ahead of the game on automation, artificial intelligence, big data, emerging technologies and cyber security is clearly a major challenge, but it also represents an unrivalled opportunity.

Technology can speed up workflow, bring people together and is indispensable for organising and communicating information and harnessing the power of data. But there are challenges around security, authentication and work/life balance.

No surprise then, that the introduction of new technology requires meticulous planning and a need to keep employees engaged and ready to maximise their potential.

TIP

Digital transformation requires a major shift in the way organisations operate. Maximising its potential relies on our ability to deliver real cultural change. This will only be achieved through effective communication, planning, implementation, training and support.

The welcoming workplace

Recruiting the right person is one thing, retaining them is quite another. Research shows that around one in five employees leave a new job within 45 days, a sobering statistic that suggests serious problems with the recruitment and induction process.

It's also a costly problem, because the estimated annual cost of replacing employees in the UK is more than £4 billion, an average of around £30,000 per employee.

In contrast, research suggests that new recruits are 70% more likely to stay in a job long-term following a positive onboarding experience, with effective onboarding also linked to improvements in performance, commitment, job satisfaction and employee engagement.

So how can we make sure our people get a warm and professional welcome?

TIP

Best-in-class companies are 35% more likely to begin the onboarding process before day one. Think about how you can wow new colleagues with clear, practical and interesting content before they arrive for their first day.

The well workplace

Happy employees make for a successful business, with research showing that employees are 12% more productive when they feel good.

Indeed, revenues for organisations in Forbes's Best Companies to Work have risen 22%, suggesting a link between employee happiness and the bottom line.

Little wonder then that industry is taking employee wellbeing extremely seriously, powered by employee demand for wellbeing programmes and flexible working.

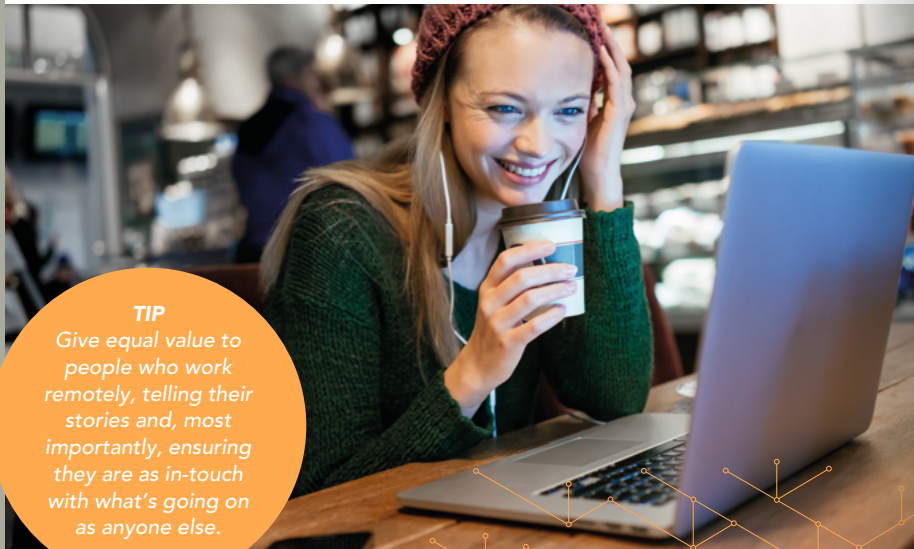
Work/life balance is also of growing importance in their career choices, with remote working on the rise. Meanwhile, the increase in 'always-on' mobile technology is offering increased flexibility, with 37% of people believing it gives them more freedom to manage their own time.

Against this backdrop, creating an environment where employees can thrive is a challenge.

Effective communication will play a vital role in ensuring businesses and teams reap the rewards of new technology while avoiding information overload.

TIP

Give equal value to people who work remotely, telling their stories and, most importantly, ensuring they are as in-touch with what's going on as anyone else.



About Sequel:

We're the employee experience agency that's connecting and inspiring people to deliver brilliant business performance.

We're a small agency with big thinking.

We simplify communications, helping you to engage and empower your audiences wherever they are.

Our people are creative experts, blending brilliant content, insight and technology that changes behaviour and delivers meaningful results.

WHAT WE'VE ACHIEVED WITH OUR CLIENTS

- Sales of home insurance rocketed with a 70% increase thanks to an integrated and innovative creative internal campaign
- Developed and delivered an internal comms suite for a global business combining 0365, Workplace and collaborative spaces for team working, as well as a traditional intranet for the important information that everyone needs to know
- Created a new print magazine to engage hard-to-reach employees, forging a sense of community and recording a high 84% 'read it all' score
- Delivered a comms platform that transformed a business for customers, as well as 4,000 colleagues across 600 locations. 98% of branch managers responded positively to seeing the real benefits of the change
- Brought an airline's sustainability report to life through film. Shared with an audience of 1.3 million and generated more than 32,000 likes, comments, views, link clicks, and shares
- Delivered internal, all channel campaign for leading bank to help more than 90% of employees improve their approach to customer service
- Created storytelling-based content to persuade of the power and potential in digital channels for health and care communication

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