

The 2022 workplace survey: insights and findings

roubler.



Background, overview and insights



It would be stating the obvious to say Covid-19 has been a catalyst for major workforce and workplace transformation over the past two years.

Nonetheless, as we transition to a post-pandemic world, we still can't escape its impact. We do, however, expect 2022 will be about much more than just recovery.

While Covid-19 may have accelerated much of the positive change workforces are experiencing today, particularly in areas like digital transformation, it also put a halt to many businesses' ability to execute on their strategic imperatives.

Lockdowns and travel bans brought some industries to their knees, while a shift in employee demands and expectations saw the rise of the 'great resignation' in some parts of the world.

This report recognises many of the core macro-economic issues that employers face in the current climate.

It explores quantitative and qualitative responses to some of the headline challenges we see throughout the global media today.

It also investigates the sentiments among business leaders in the early stages of 2022, identifying what their ambitions are and what their concerns might be for the year ahead.

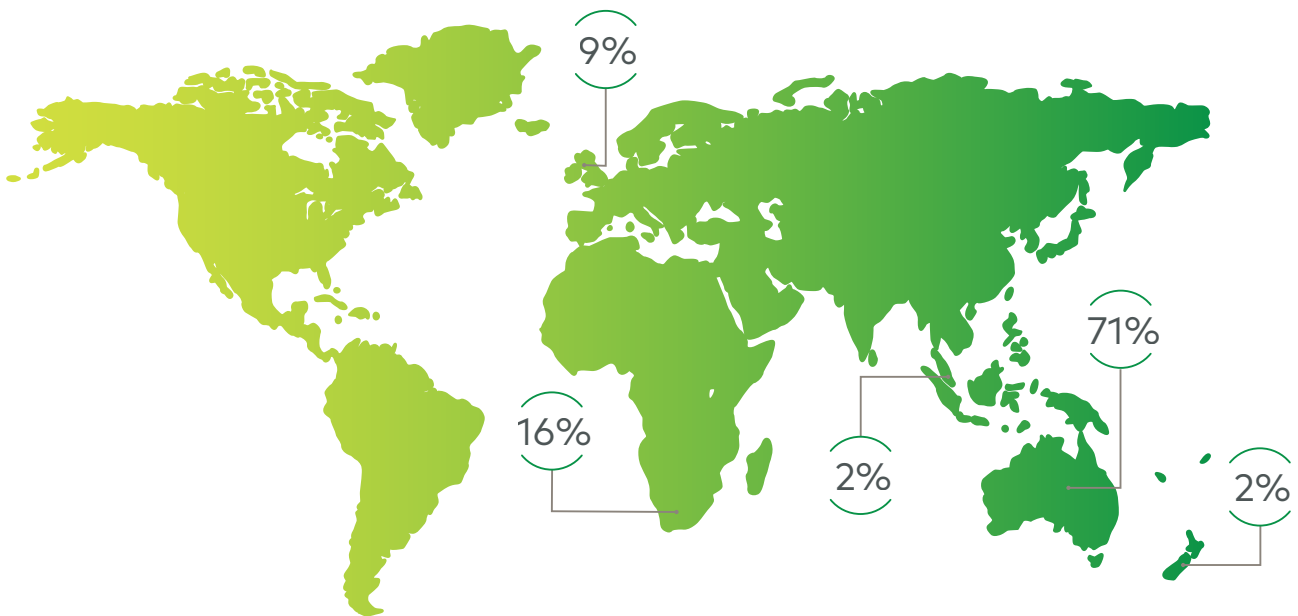
Ultimately, we hope it highlights possible opportunities for global workforces, and identifies areas where further or new innovation may be offered as a solution.

Thanks to all those who responded to the 2022 Workplace Survey. I hope you find great value within the results, as I'm sure many other businesses across the globe will.

A. Northcott

Andrew Northcott
Chief Executive Officer

Demographics and methodology



Design

With much of the media's focus on mass resignations, supply chain chokeholds and economic downturns, Roubler wanted to investigate whether these issues were truly being felt on the ground, and what impact they were having on workforces.

Roubler identified four key topics which would provide a snapshot of current challenges, opportunities and sentiments: the great resignation, digital innovation, economic climate and future predictions.

Execution

Roubler set out to gather results from a broad range of regions and industries globally. Responses were sought across a wide network of contacts and partners globally.

The survey was open for five weeks between 31 January and 11 March 2022.

It was distributed to businesses in Australia, New Zealand, Singapore, South Africa and the United Kingdom.

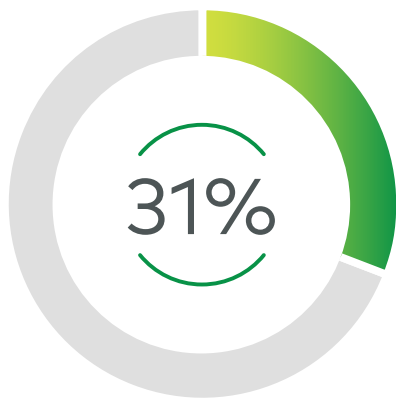
Respondents

More than one third of respondents (34%) were from the retail sector.

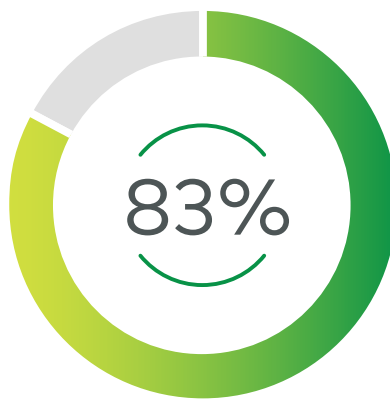
Technology (12%); food, beverage and hospitality (11%); and office-based workforce (9%) were also represented among respondents.

Respondents were from a range of professions including operations (20%), sales (18%), HR (15%), finance and payroll (12%) and marketing (10%).

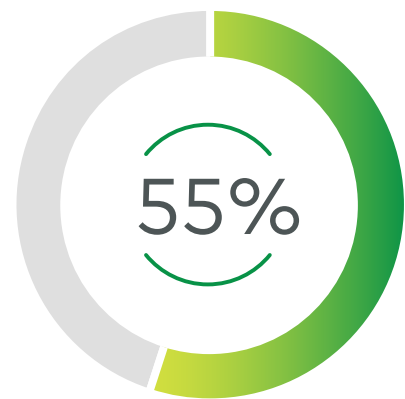
The great resignation: fact or fiction?



Say their business has already been affected by the great resignation



Are concerned their business will be impacted by the great resignation



Believe their workforce will increase in size over the next 12 months

Coined by an organisational psychologist in late 2020, the term "great resignation" came about as a response to millions of employees in the US leaving their jobs.

Spurred on by the Covid-19 pandemic, workers around the globe have been evaluating their working conditions and making the decision to move on. Many have experienced burnout, a lack of work-life balance and poor remuneration.

With such a drastic trend emerging in the US, many business leaders across the globe have been left wondering how and when the trend will impact them.

When asked whether their business had already been impacted by the great resignation, 31% of survey respondents said they have felt impact. The overwhelming majority (69%) said they haven't been impacted yet, or that it is too early to tell.

The qualitative results from those impacted suggest employees have typically been leaving for more money, a new career path, or greater flexibility in their working conditions. They also suggest that the recruitment process to replace these employees is slower, and that many are having difficulty finding strong candidates.

A total of 83% of respondents said they are concerned the great resignation will impact their business within the next 12 months. When asked to score their concern with 1 representing low and 10 representing extreme, 23% of this group said their level of concern was 8 or above, representing very high to extreme.

Interestingly, despite significant concerns around the great resignation, 55% of respondents said they believe the size of workforce will increase over the next 12 months.

Technology: key to a prosperous 2022?

According to the survey results, data and technology will be key to creating a prosperous workplace in the coming year.

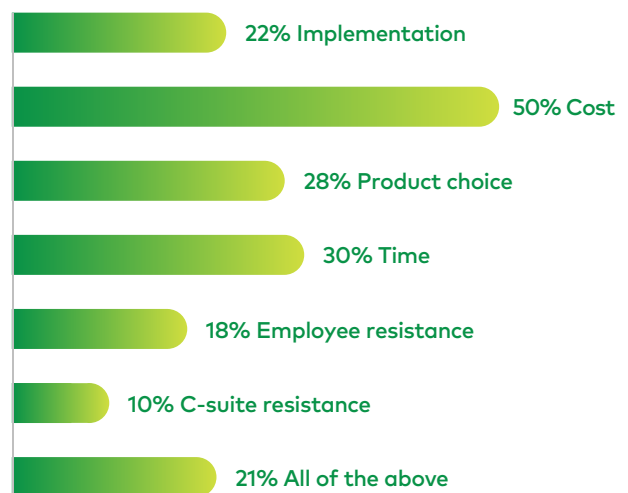
Implementing the correct technology has the power to engage employees, whether it's through enabling them to manage their work-life via a mobile app, or providing e-learning opportunities for upskilling. Technology plays an essential role in removing barriers, building trust and driving engagement.

On average, respondents scored themselves an impressive 7.3/10 for digital maturity. Results indicate that this number will continue to rise.

63% of respondents said implementing new technology is one of their business's top priorities to devote resources to in 2022. Despite this, only 1/4 of respondents said their business is likely to invest in software that supports their HR operation or workforce over the next 12 months, with 52% saying they were unsure and 23% saying they would not.

When asked to select the barriers to implementing digital solutions that concerned them the most using multiple choice, cost was at the top of the list for half of respondents.

Which of the following barriers to implementing digital solutions concern you the most?



Current climate: what are the biggest pressures?

As further economic uncertainty surrounds the current state of play, a combination of external and internal pressures is keeping some businesses teetering between surviving and thriving.

When asked which areas of workforce management they considered to be the most challenging right now, there were three standouts for respondents: hiring skilled workers (57%), employee retention (40%) and employee engagement (39%).

Rising operational costs are a significant concern, with 95% of respondents saying they were feeling some degree of pressure around this challenge, and 36% saying this pressure was high.

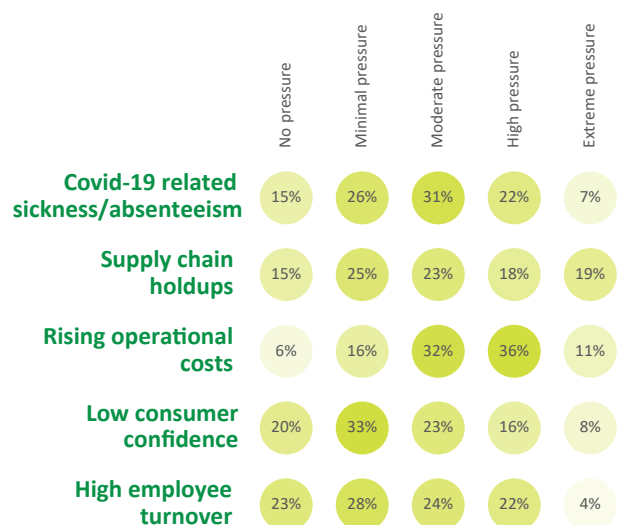
Painting a similar picture, and consistent with the current global climate, 19% of respondents also said they were feeling extreme pressure from supply chain hold-ups.

Without a clear path forward, 2022 may prove to be as challenging a year as any, for many businesses.

Which of the following do you find to be the most challenging aspects of workforce management?



Please rate the following challenges in terms of the pressure they are causing within your business:



Looking to the future: what can businesses expect?

With the world continuing its progress in the transition to a post-pandemic state, boardroom conversations are shifting from "what if" to "what now". It seems likely this transitional period will give rise to new innovations, and exciting business-wide changes.

Over the next 12 months, those surveyed said the business they work in will devote resources to implementing new technology (63%), employee engagement initiatives (48%) and consolidating databases (41%).

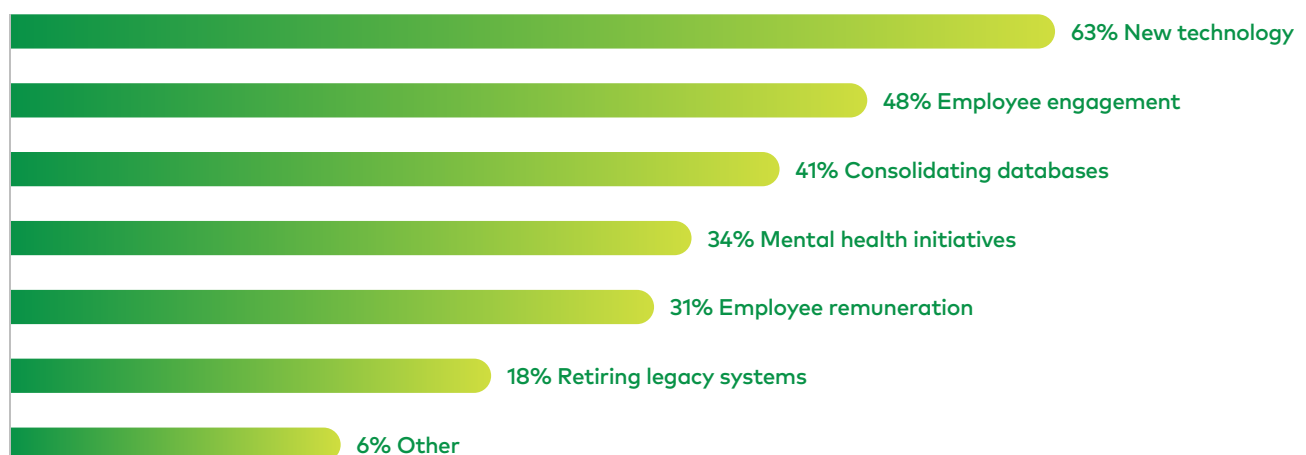
When examining this result in light of the responses gathered earlier in the survey, it becomes apparent that employee engagement and retention is a key concern for this audience.

Through investing in new technology and consolidating existing databases, respondents may be looking to achieve clarity, in which case accurate data will play a key role.

Considering the employee retention challenges that were previously identified earlier on in the survey, it seems somewhat surprising that workplace mental health initiatives (34%) and employee remuneration (31%) didn't score as highly.

Qualitative responses indicated that some business would be investing in client relations and business development activities to recoup revenue lost during the Covid-19 lockdowns. Some also indicated it was either unclear or too early to tell what their business would be devoting resources to at this stage.

Please select the top priorities that your business will devote resources to over the next 12 months:



Opportunities and challenges: what will have an impact?

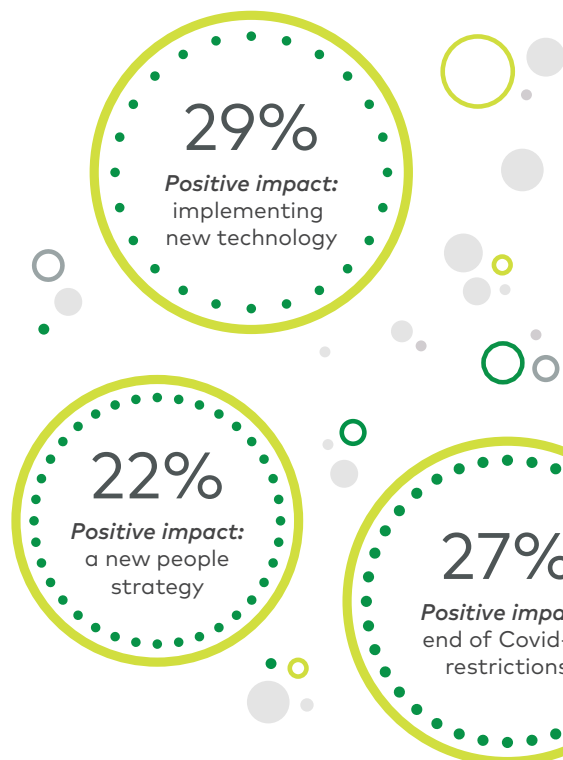
2022 offers a unique opportunity for businesses to reset from the negative side effects, and build upon some of the positive momentum gained throughout the pandemic.

With time spent planning and developing strategies, we wanted to understand what might have the biggest positive and negative impact on businesses and these plans as a whole.

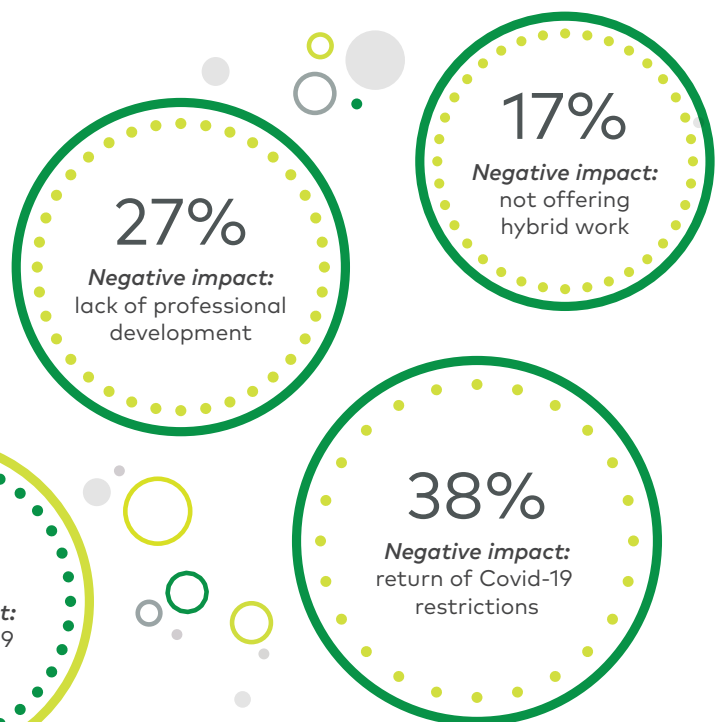
Respondents were asked what they believed will have the biggest positive impact on their workforce over the next 12 months, implementing new technology was number one (29%). This was followed closely by the ending of pandemic-related restrictions (27%).

Unsurprisingly, 38% of respondents said the re-introduction of pandemic-related restrictions could have the biggest negative impact on the business.

Over the next 12 months, what do you think will have the biggest positive impact on your workforce?



Over the next 12 months, what do you think will have the biggest negative impact on your workforce?





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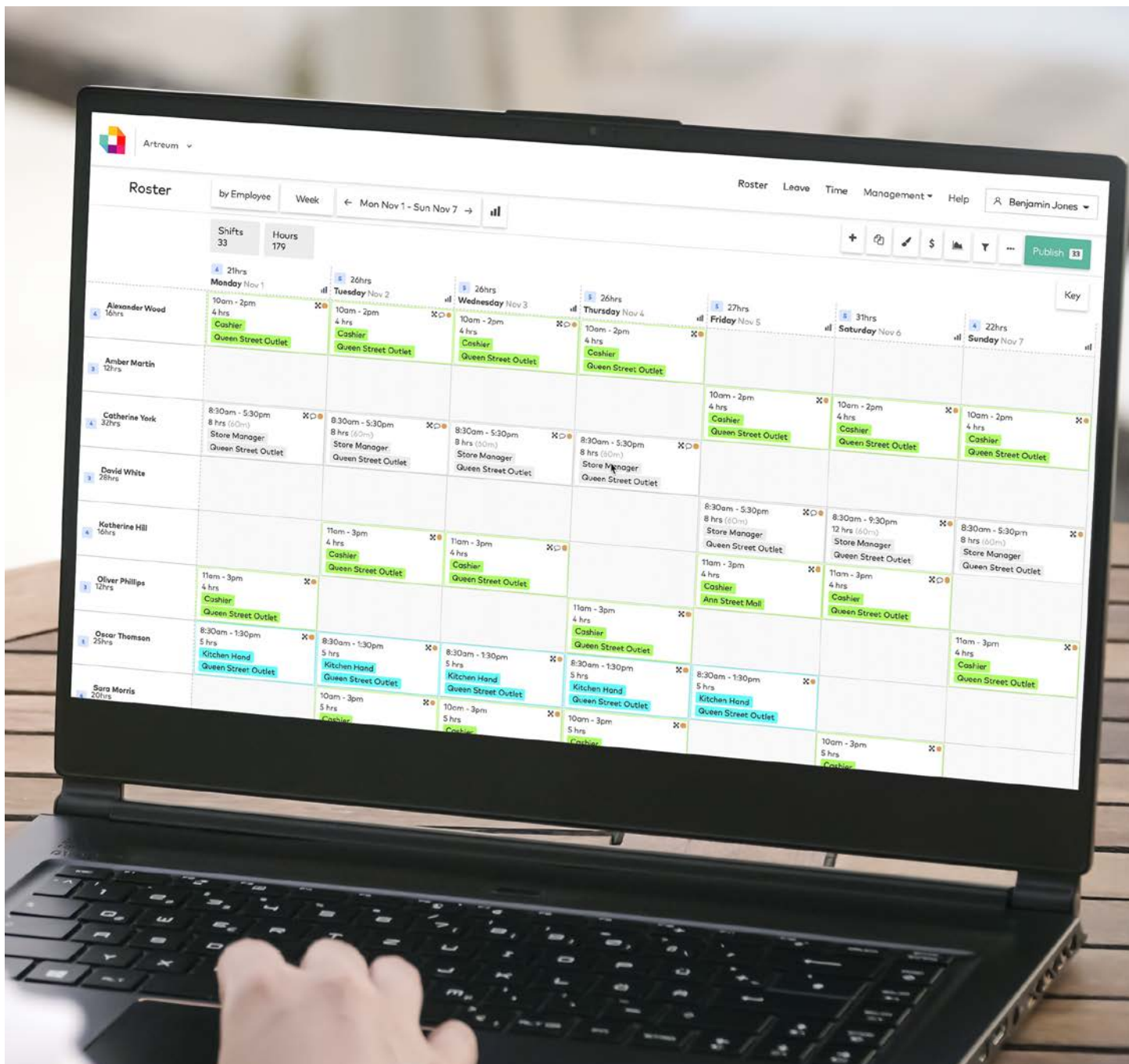
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