

# A BRAVE NEW WORLD?

Maximising the opportunities  
and addressing the challenges  
facing employees amid the  
COVID crisis

Ipsos MORI Employee Engagement Practice  
June 2020

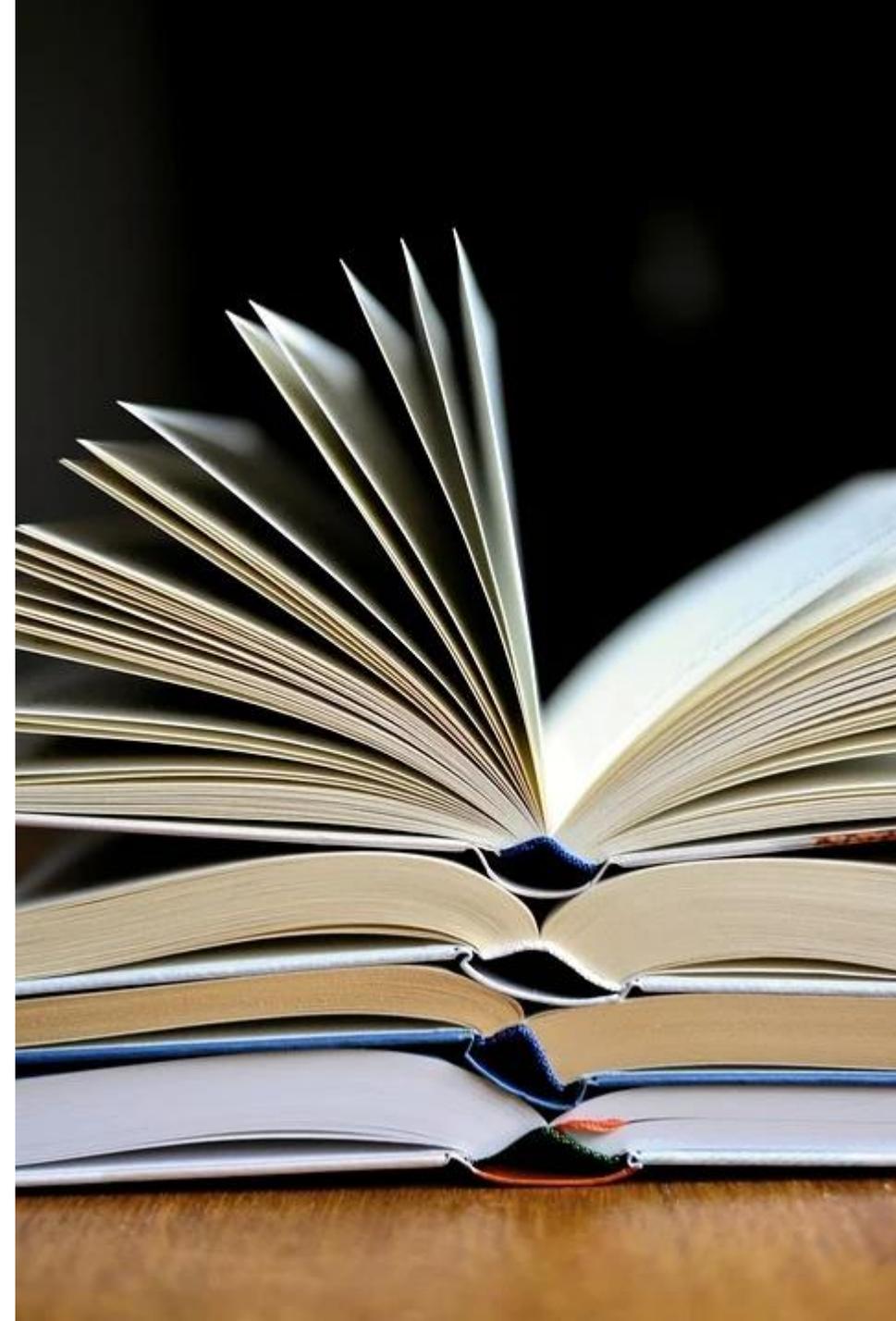
# Pioneering study covering HRDs and Employees

- Unique study uncovering the perspectives of HR Directors and employees; both working and on furlough
- The study provides:
  - benchmark data on key engagement metrics
  - a measure how employees feel their employers have responded to the COVID crisis
  - data which shows the impact of the COVID crisis on how employees feel regarding aspects of work
- 800 nationally representative employee interviews and 26 HRD interviews from small medium and large businesses. Sector coverage includes retail and hospitality, business and financial services, public sector, transport and telecoms, construction, energy and manufacturing



# Key take outs

- 1 POSITIVE VIBES:** Employees have higher levels of pride, leadership confidence and advocacy in their organisation, compared to 2019 benchmarks.
- 2 MOTIVATION:** The motivation of 1 in 3 employees is deteriorating. It's deteriorating at a higher rate than colleague relations, team working and effectiveness.
- 3 FURLOUGH:** Furloughed staff are feeling less engaged and more worried about the future; supporting them and their wellbeing is a priority for HRDs.
- 4 GENDER:** Women and men have similar levels of worry, anger and depression during the COVID crisis, yet women are feeling much less confident.
- 5 WHAT'S NEXT?:** Remote working will continue to accelerate and for some, the relationship to work will fundamentally change.



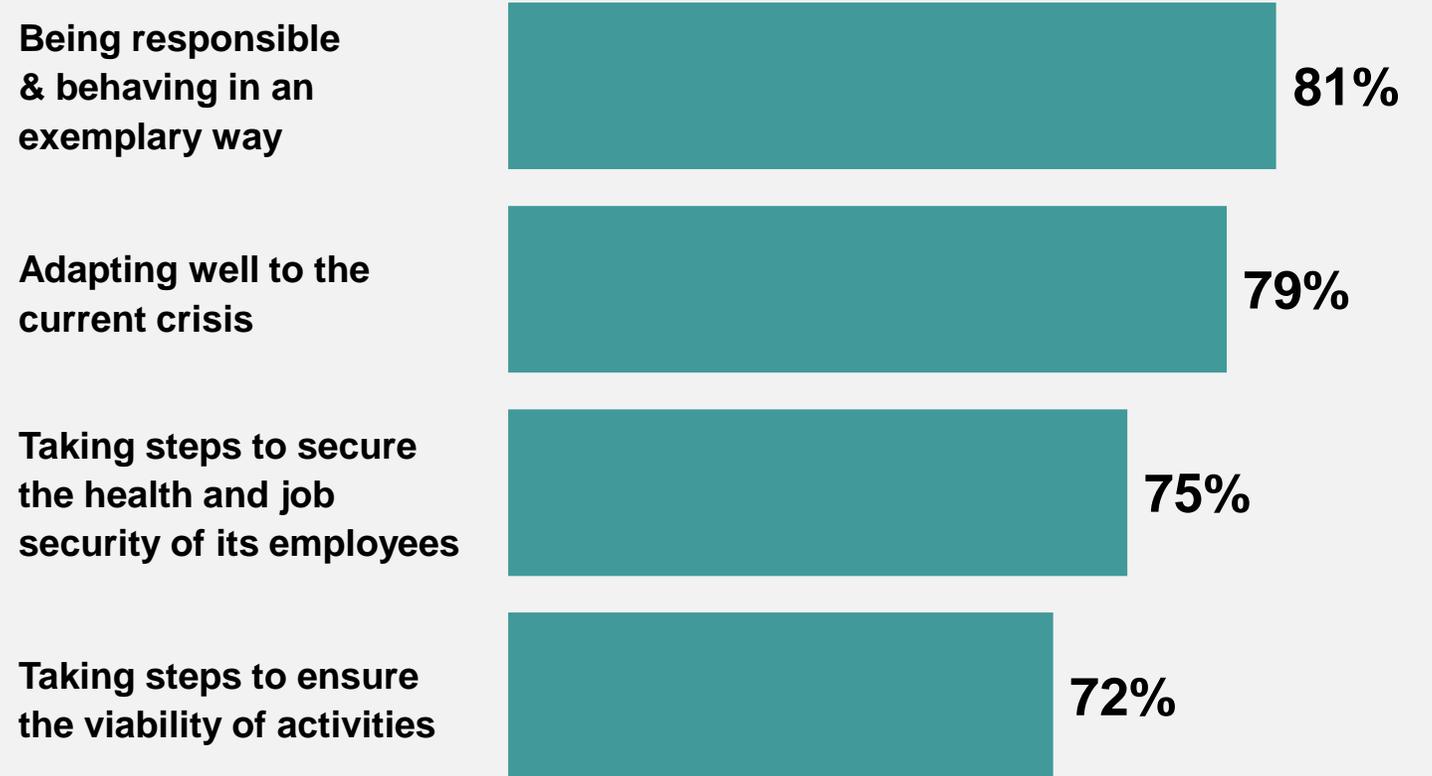
# POSITIVE VIBES

Overall, employees feel their organisations are performing well during the COVID crisis

# 01

# Employees are overwhelmingly positive about the steps their organisations have taken during the crisis

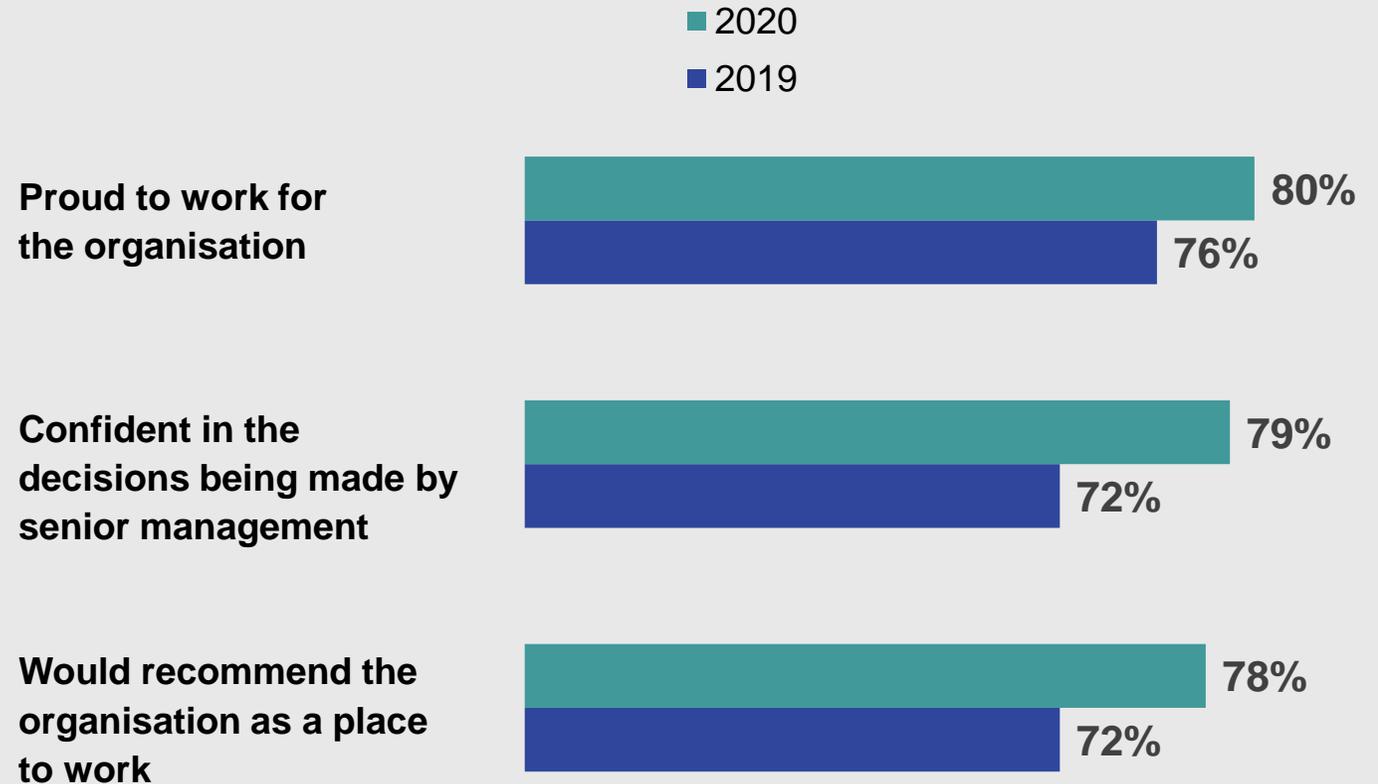
Q: To what extent do you agree your company is...



Base: 800 Online British Working adults, 18-70

# This positivity is reflected in higher scores for core engagement metrics vs. 2019 benchmarks

Q: How strongly do you feel about the following statement...



Base: 800 Online British Working adults, 18-70

# MOTIVATION

# 02

**Though perceptions of their organisations are positive, employees are struggling with motivation**

Approximately 1 in 3 employees feel their motivation is decreasing – with those individuals more negative about their employers as a whole

70%

of those employees state having negative feelings (*worried, depressed, angry*)

Q. How strongly do you agree with the following statement...

■ UK total ■ Motivation is deteriorating



UK total base: 800. Online British Working adults, 18-70  
174 Motivation is deteriorating

HRDs are similarly concerned about employee motivation and engagement, particularly as teams are remote long-term

Q. What would you say are the top 3 people-related challenges facing your organisation in the coming months?



I think **as time goes on it is harder to keep as motivated**, especially when you cannot see a lot at the end of the tunnel. Clients are fewer as a result of the lockdown and so things are slowing down as a consequence. *HRD, Business Services*



The **top challenge has been keeping everyone motivated and engaged with the company for a sustained period when we are all remote**. Everyone is motivated to fulfil their own role, but it feels as if we are losing some of our people-focused culture. *HRD, Pharmaceuticals*



Base: Interviews with 26 HRDs from UK Corporates

# FURLOUGH

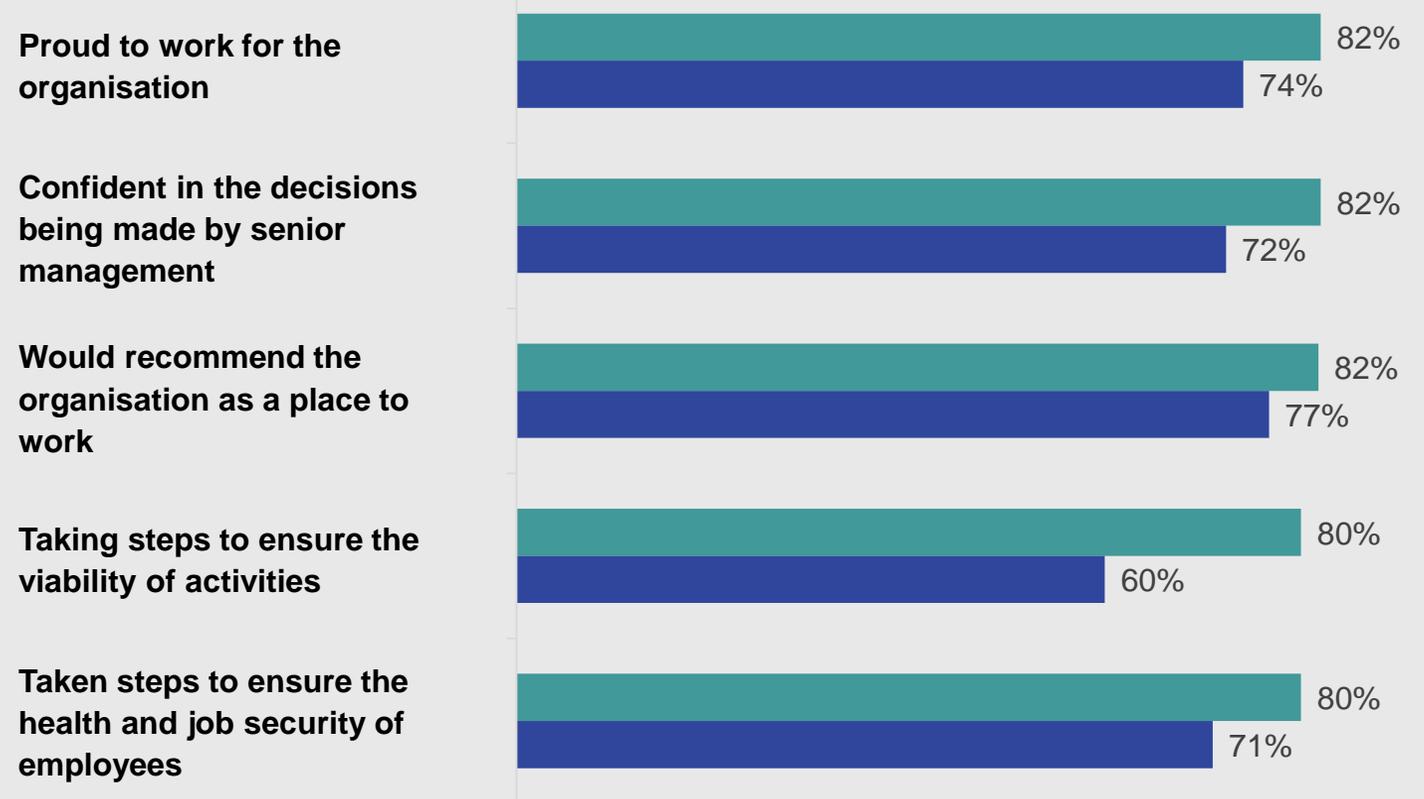
# 03

**Furloughed staff are feeling less engaged and more worried about the future; supporting them and their wellbeing is a priority for HRDs**

Perhaps unsurprisingly, those who are furloughed feel more negatively about their organisations across all attributes

Q: How strongly do you feel about the following statement...

- Continuing to work and situation unchanged (NET positive)
- Furloughed employees (NET positive)



Base: 800 Online British Working adults, 18-70. 228 All furloughed

# One in four HRDs thinks that issues related to furlough will be among the top people-related challenges they face as a result of the crisis

Q. What are the top 3 HR/employee related challenges you face as a result of the Coronavirus crisis?



Planning for a post-furlough world...**how do we get people back into work and feeling like part of our business again.** Addressing their concerns and worries too. *HRD Construction*



We are currently **very focussed on ensuring the wellbeing of furloughed** workers. *HRD Construction*



Communication with the various staff groups (furlough/essential workers/working from home/absent) **to retain engagement and maintain wellbeing is a challenge.** *HRD Education and Training*



Base: Interviews with 26 HRDs from UK Corporates

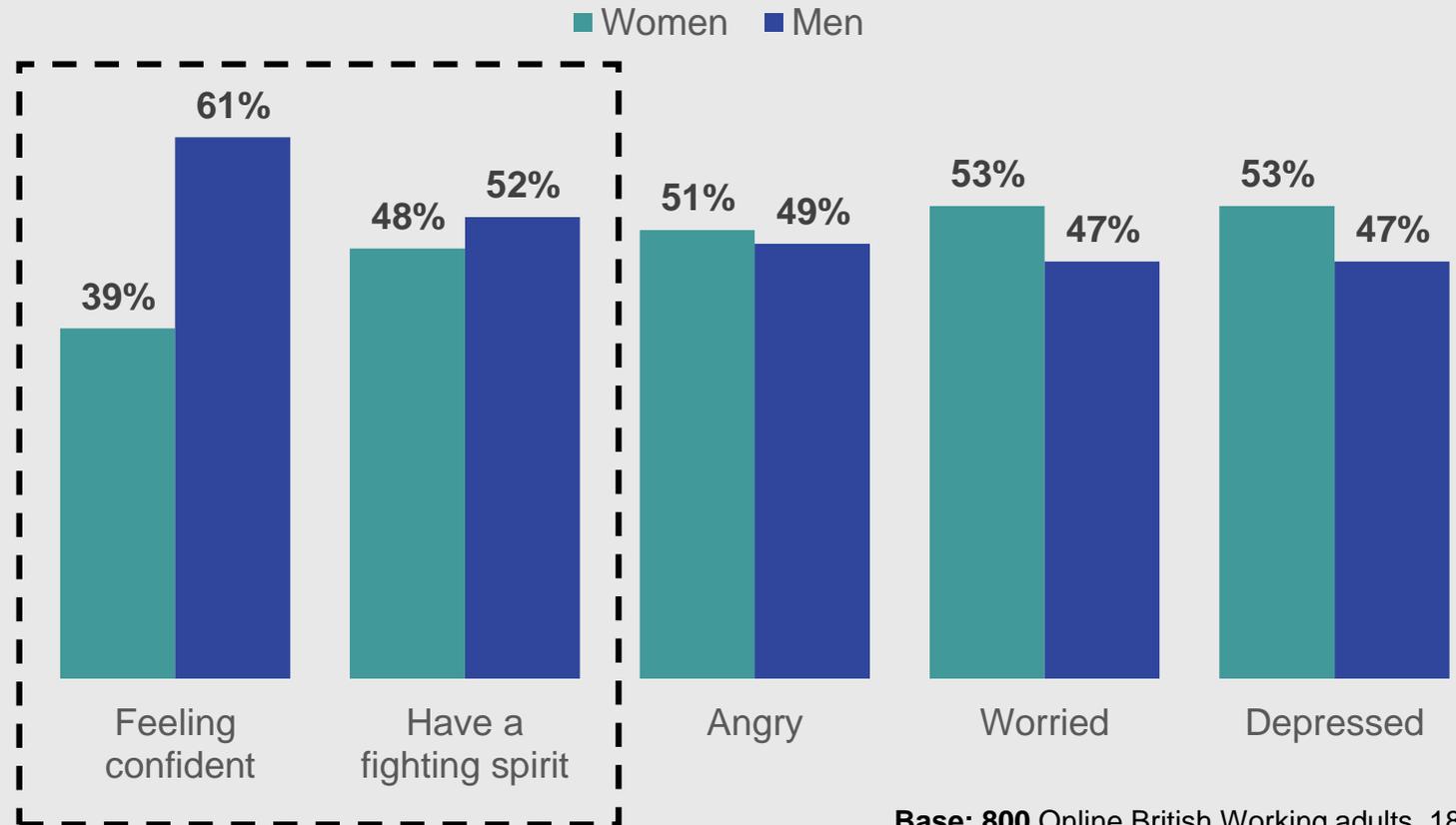
# GENDER

**Women's optimism about their organisations is not reflected in their feelings toward their overall situation**

# 04

Far fewer women than men are feeling positive in themselves with a particularly large gap seen in reported confidence

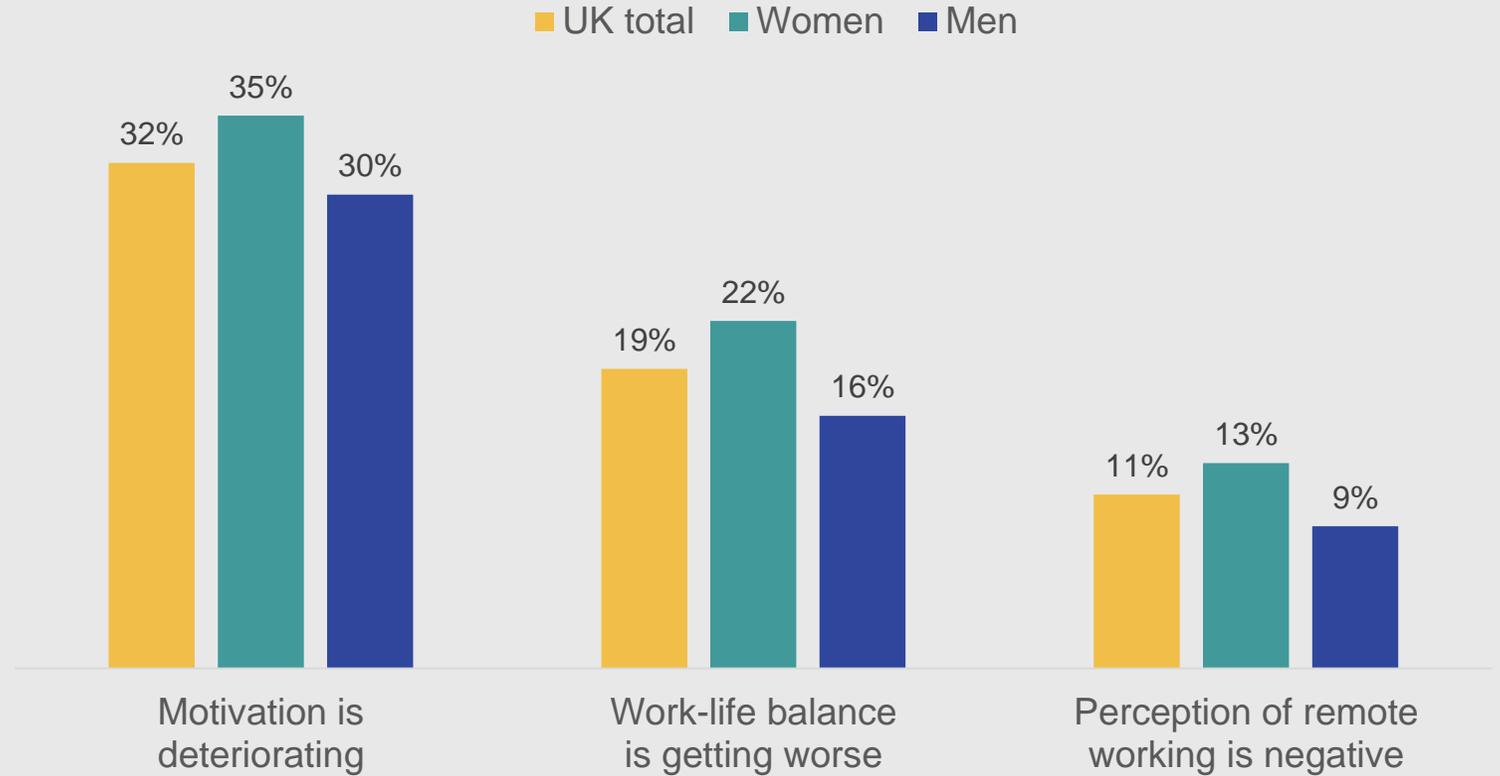
Q. Today, after several weeks of the coronavirus crisis, which of the following best describes how you feel?



Base: 800 Online British Working adults, 18-70  
Men (424) Women (376)

Similarly, more women than men feel their motivation and work-life balance is deteriorating, and hold a negative perception toward remote working

Q. To what extent do you agree with the following statements?



Base: 800 Online British Working adults, 18-70  
Men (424) Women (376)

**More women than men report feeling proud to work for their organisation and a willingness to recommend their organisation as an employer**

Q. To what extent do you agree with the following statements?

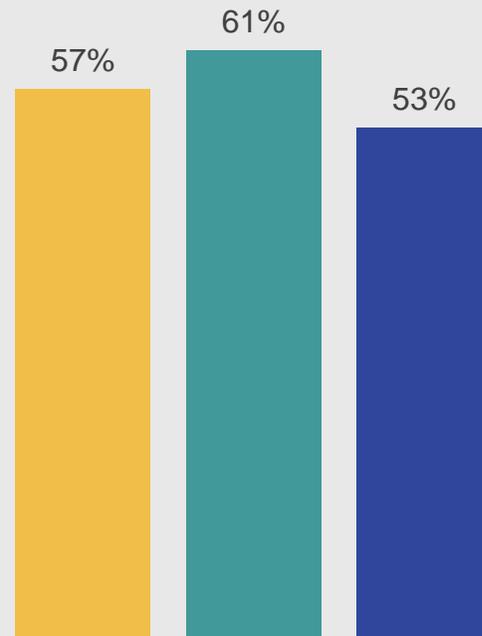


**Base: 800** Online British Working adults, 18-70  
Men (424) Women (376)

More women than men expect that the COVID-19 situation will profoundly change their relationship to work, suggesting optimism that employer's tolerance for flexible working will persist even after the pandemic ends

Q. To what extent do you agree with the following statements?

■ UK total ■ Women ■ Men



Anticipate relationship to work will profoundly change



I have always thought of work as an extremely important thing, and often put it above relationships (friends and family). But at a time like this where I have not been able to see friends and family, it has made me realise there is more to life than work.

*Female, UK*



Base: 800 Online British Working adults, 18-70  
Men (424) Women (376)

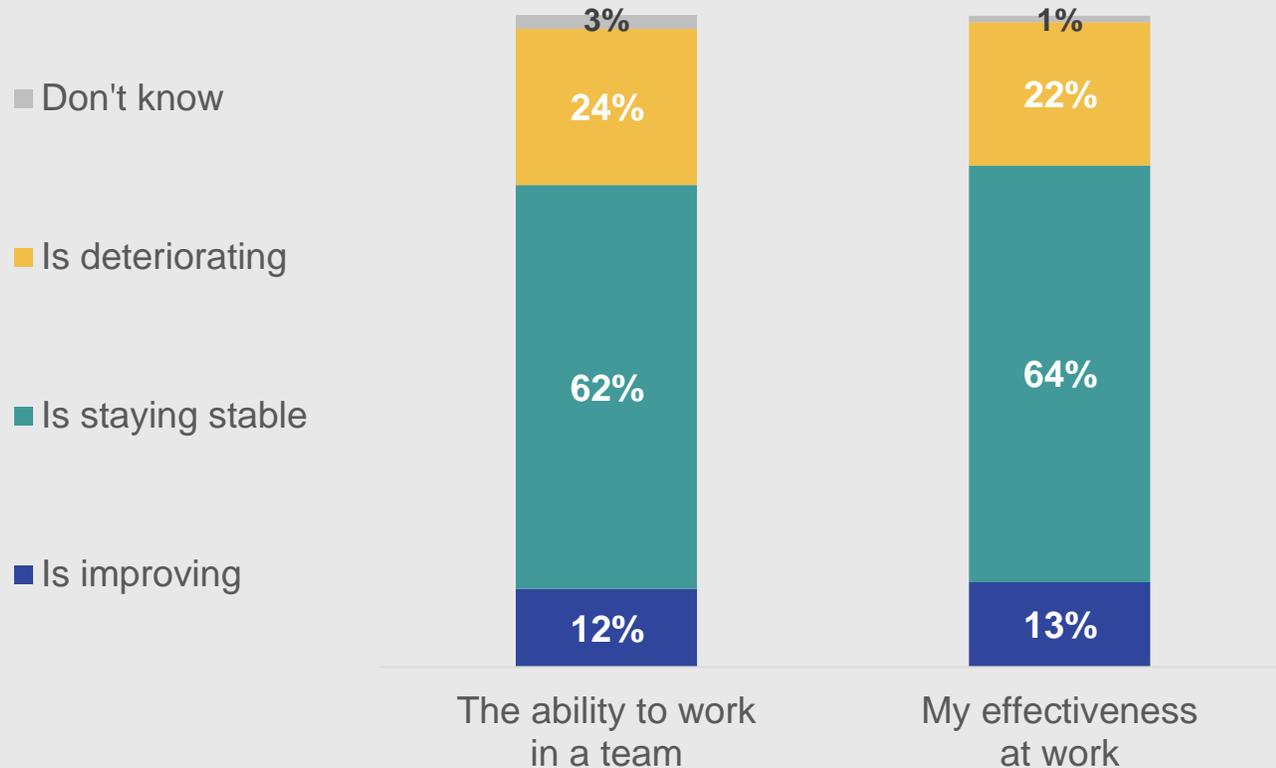
# WHAT'S NEXT?

# 05

**Remote working will continue to accelerate, the challenge will be balancing the needs of employees with business outcomes**

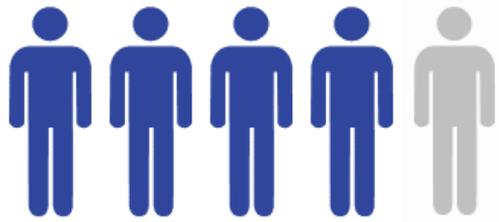
Though there are many positives to remote working, many respondents find collaborating and working effectively more challenging

Q. To what extent do you agree with the following statements?



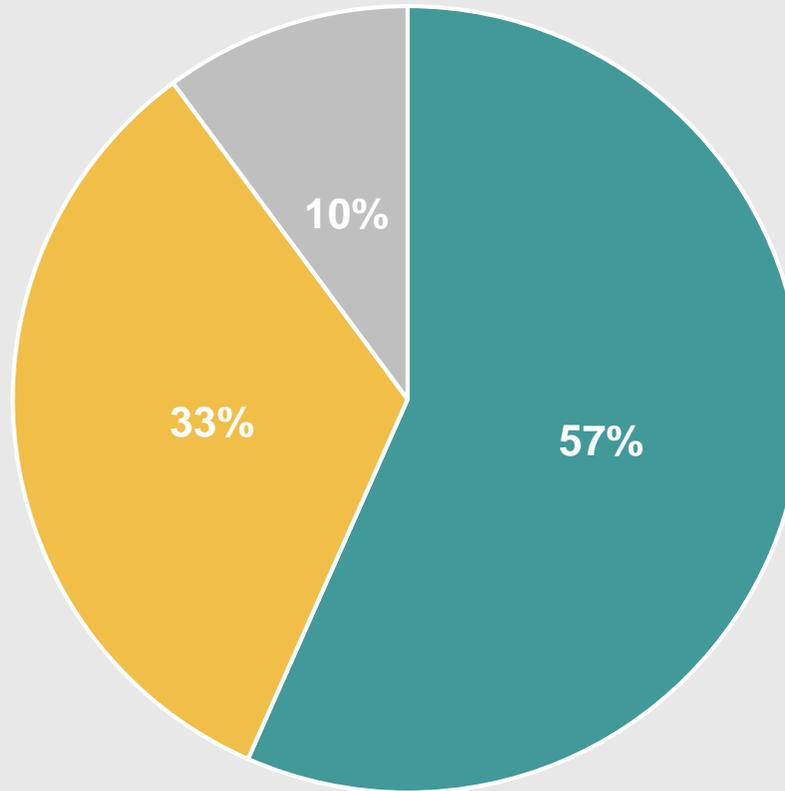
Base: 800 Online British Working adults, 18-70

Over half of employees think their relationship to work will profoundly change. And...



4 in 5 HRDs expect more remote working as a result of the crisis

Q: Do you agree that the current crisis will profoundly change your relationship to work?



Strongly agree/ tend to agree

Tend to disagree/ strongly disagree

Don't know

Base: 800 Online British Working adults, 18-70

Though even with these challenges, working from home has irrevocably changed the role respondents see their work playing in their lives in the future

### Q. Why do you think your relationship to work will change?

“ I am **more conscious that life is short** and can be taken at any time. I am still committed to my work but perhaps give it a **slightly lower priority** in my life than before.

“ **Not sure I can face doing 5 days a week in an office** week in week out with all the hours of commuting and wasted expenditure as I approach early retirement.

“ This crisis has made me realise **there is more to life than the ability to accumulate wealth**. Now I physically can't spend time with my family, has made me realise how much they have missed out on from me, when I could/should have spent more time with them.

“ **I will prioritise my home life more**. I will try to change my short days of part time hours to less days of longer work hours. This will not be to my company's liking and will probably be refused but I would like to try!

Base: 800 Online British Working adults, 18-70

# ABOUT IPSOS EMPLOYEE RESEARCH

# 06

# Ipsos Employee Research

Ipsos know research, people and culture.

We blend our years of know-how with best in class platform technology, tools and techniques to understand employees and their working lives; delivering employee insight for our clients.

Our services cover;

- Culture and employer brand
- Aligning customer and employee experience
- Engagement research

Ipsos are a global company, with 18,000 employees in over 90 countries.



# What next? Ipsos can support you to...

- 1** Understand how your organisation benchmarks against the research
- 2** Deep dive into results by sector
- 3** Understand the return on your employee experience



# THANK YOU.

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