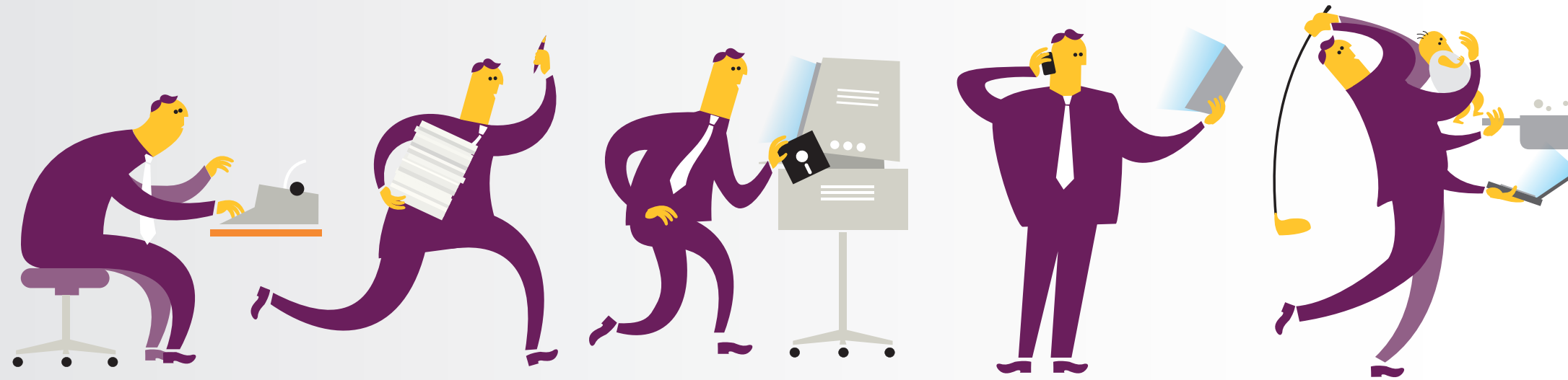


THE EVOLUTION OF THE WORKER



Workers have changed from the way they communicate with their co-workers to their workplace expectations and needs. See how they have evolved and what it means for the workplace of the future.

1997

Workers weather cutbacks

Surviving downsizing is possible: **70%** of workers say they were just as happy or happier since before they were downsized.



1999

Ethics emerge as top concern for workers

86% of workers are likely to blow the whistle on their company or boss if they suspect unethical activity.

One of the top reasons

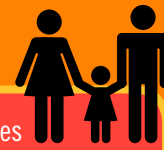
why a worker would stay at a job is because of the culture and work environment.



The **Enron scandal in 2001** encourages workers to report unethical activities instead of keeping it under wraps for the sake of their jobs.



2005



As companies become more profitable, Americans feel more strained with the increasing to-do lists at work and a growing need to juggle family priorities too.

Workers demand work/life balance

Time and flexibility is ranked highest by workers as a retention driver.

86% of workers rate work/life balance as the most important career priority.



2007

The free agent rises from the ashes

62% of workers have growing confidence in their ability to earn a stable income as a "free agent."

47% of workers are likely to look for a new job this year, the highest since **1998**.



With the recession dramatically shaking up the workforce and forcing millions out of jobs, Americans are empowered to take their career into their own hands by becoming their own boss.

2009

Companies aren't just focused on making the next dollar for themselves anymore. They are becoming more socially conscious in their purpose and vision to help non-profits and others in need.

Mission Possible

Workers are **2x** as likely to be satisfied and loyal to their employer if their company has a clear and followed-through upon corporate mission.



2012

Workers (and companies) care about online reputation

47% of workers strongly agree/agree that "When considering new employment, a company's online reputation will be equally important as the offer I am given."



65% of companies believe social/digital initiatives are the most effective way to recruit talent.

The advent of social media and technological advances within the digital space in the past 10 years have radically altered the way humans interact and communicate with each other. Companies and individuals now have the opportunity to brand themselves online and share who they are in the form of photos, short-form messages, profiles and websites.



Workplace relationships drive satisfaction

25% Workers who think of their supervisor as their friend rate job satisfaction, trust in employer, quality of management and loyalty higher than their counterparts.

91% of workers rank work relations as important to overall job satisfaction. One of the top retention drivers for workers is mentoring in the workplace.