

# The Changing World of Work

Data insights on the Retail Industry

2021

**WorkL** FOR  
BUSINESS

# Why is having an engaged workforce so important?

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*Evidence shows that engaged and happy employees drive improved commercial performance. In highly engaged organisations productivity, profit and earnings per share are greater. It's better for individuals' well-being and for society too'*

**Lord Mark Price, WorkL Founder**

## Benefits of having a highly engaged workforce:

**+134%**

Earning per share

**+20%**

Higher levels of productivity

**+20%**

Higher profits

# WorkL - Background

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***WorkL** is a digital platform on a mission to help individuals enjoy a better working life. We want to transform the way millions of people think about their work.*

***WorkL for Business** is the ultimate employee engagement platform, helping organisations around the world cost-effectively measure and improve employee engagement. We're driven by the belief that the more engaged and happier your employees are the greater your commercial success will be.*



# Crowdsourced Benchmarking Data

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The **Happy At Work Test** on our career development platform is a free test to help individuals **measure, track and improve their workplace happiness**.

We collect data on employee sentiment across age, gender, ethnicity, job role, sexual orientation, disability, management level and more. As well as providing unique insight on **D&I, Flight Risk, Wellbeing Risk, Confidence in Management** and **NPS**.

**250,000+**

Survey data submission on  
employee sentiment

**26**

Different industries within  
the sample

**195**

Different countries within the  
sample

Data for this annual report has been collected from October 2020 to October 2021



## WorkL's Six Step Engagement Methodology

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### REWARD AND RECOGNITION

I am fairly paid  
I am happy with the hours I work  
I am recognised when I do something well



### INFORMATION SHARING

I have enough information to do my job well  
Information is freely and openly shared with me  
My views are heard at work  
I understand organisation's plan



### EMPOWERMENT

I have what I need to do my job well  
I am allowed to make decisions  
I am trusted to make decisions



### INSTILLING PRIDE

I do something worthwhile  
I feel proud to work for my organisation  
I would recommend my friends and family to work for my organisation



### JOB SATISFACTION

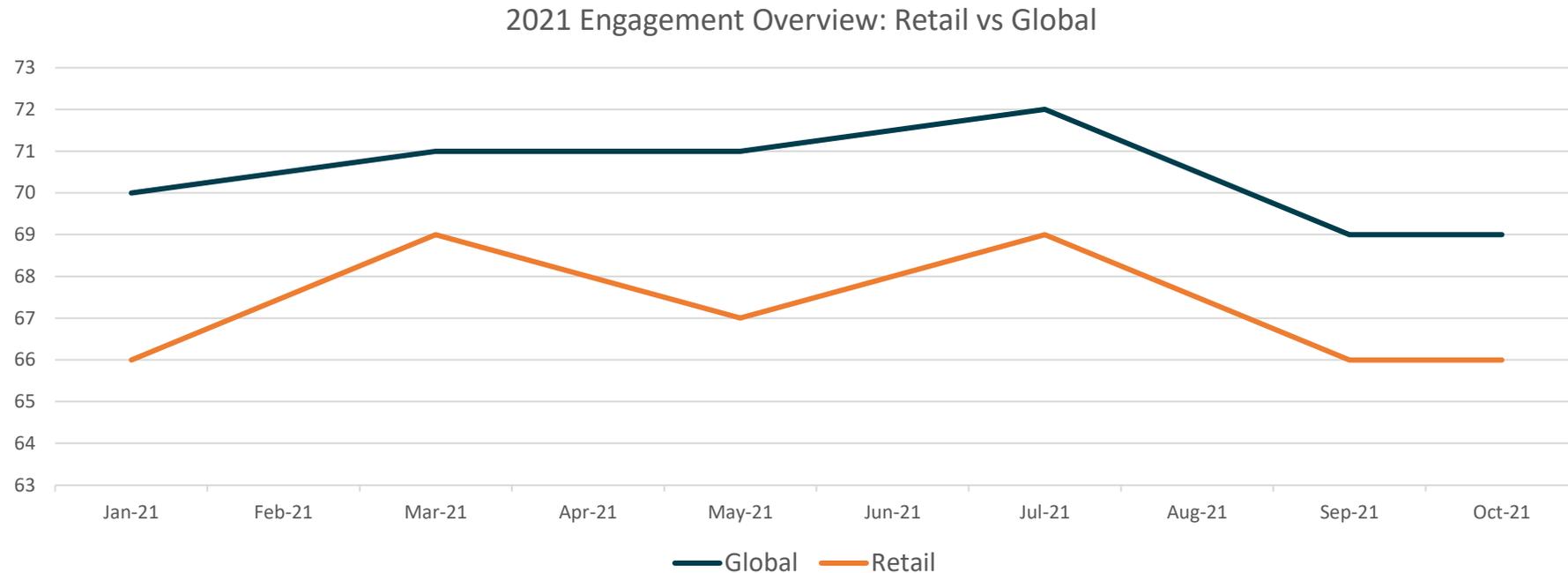
I am treated with respect  
I enjoy my job  
I have a good relationship with my manager  
I am being developed  
I work in a well run organisation



### WELLBEING

My employer cares for my Well-being  
I rarely feel anxious or depressed about work  
I am happy with my working environment  
I feel happy at work

# Engagement overview: 2021



- Employees in **Retail** score consistently **below global** average scores throughout the **whole of 2021**
- **Global trends are mostly mirrored by Retail Sector, with the exception of May 2021 with Retail scores dropping from**
- July 2021 sees the start of a decline in happiness across the board and plateaus into October

# WorkL's Six Steps: Retail and Global Scores



## REWARD AND RECOGNITION

**69%** -1%



## INFORMATION SHARING

**68%** -2%



## EMPOWERMENT

**70%** -2%



## INSTILLING PRIDE

**65%** -6%



## JOB SATISFACTION

**68%** -4%



## WELLBEING

**65%** -3%

**RETAIL %**

**GLOBAL %**

# Sector Engagement: Highest & Lowest Scoring Questions

## Highest Scoring Question:

Information Sharing	I have enough information (and training) to do my job well.	76%
	I have what I need to do my job well	76%

## Lowest Scoring Question:

Wellbeing	I rarely feel anxious or depressed about work	58%
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Highest Scoring Step:

**Empowerment**



Lowest Scoring Step:

**Wellbeing & Instilling Pride**



# D&I Indicator : Overview

**i** A positive score means the minority groups have scored more highly, a negative score means the majority groups have scored more highly. **Organisations should aim for a D&I score of 0.**

2021 D&I Indicator Score:

**Retail: 2.63%**



**Global: 0.79%**

## D&I Question Set

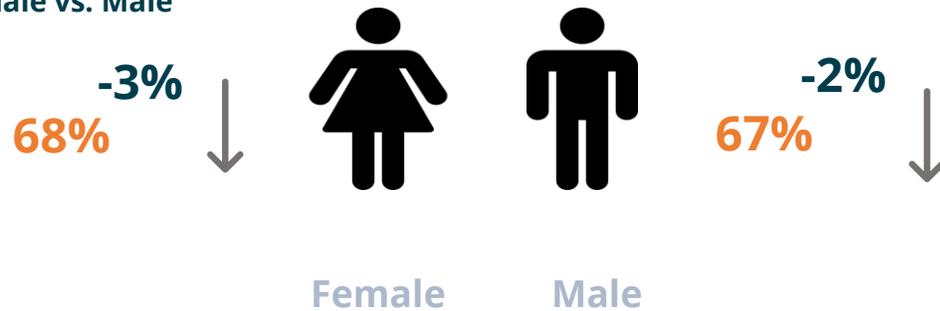
'My views are hear at work'	64%
'Information is freely and openly shared with me'	65%
'I am treated with respect'	70%
'My employer cares for my Wellbeing'	67%

## Retail: Demographic Breakdowns

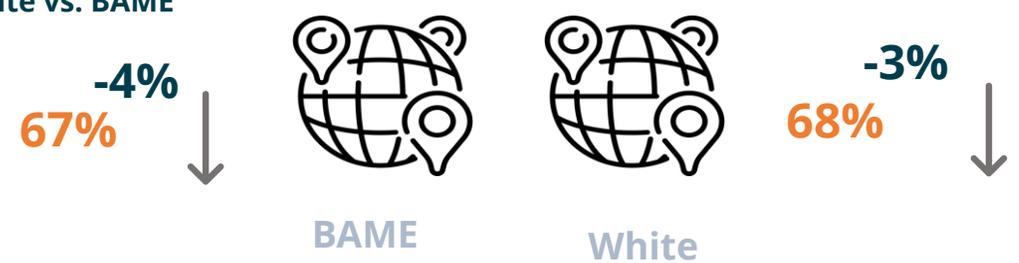
- Demographic scores in Retail are lower than Global engagement scores across the board
- Areas that need particular focus are: **LGBTQ+** and **registered disabled restaurant employees**

**RETAIL%**  
**GLOBAL %**

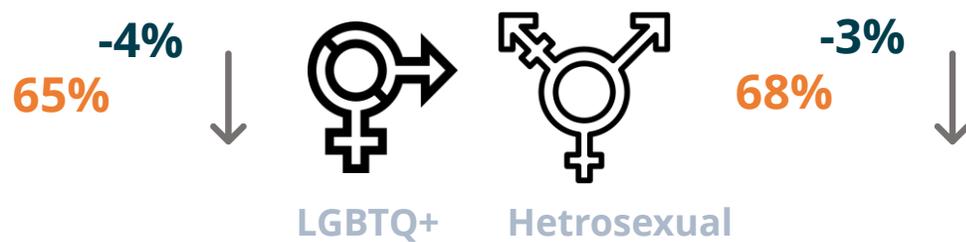
### Female vs. Male



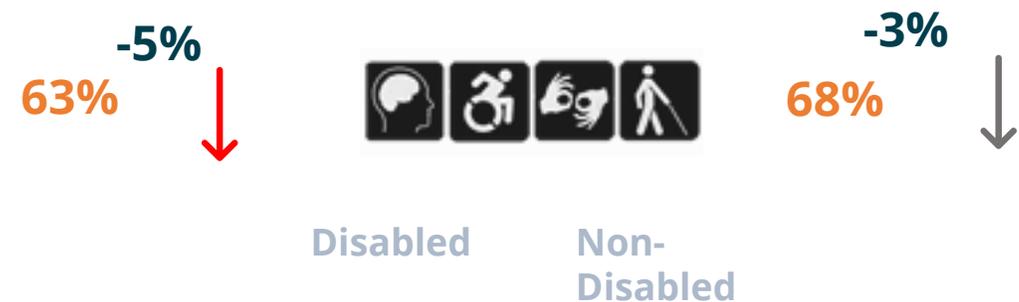
### White vs. BAME



### Sexual Orientation



### Registered as Disabled

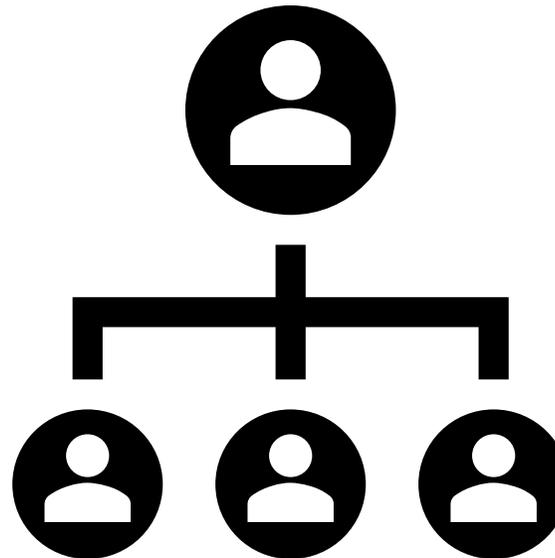


# Management vs Non Management Engagement Scores

**Non- Management overall engagement:**

Global scores:  
**69%**

Retail:  
**66%**



**Management overall engagement:**

Retail:  
**72%**

Global scores:  
**73%**

## Wellbeing Indicator: Overview

- i** WorkL's Wellbeing Risk Indicator analyses data from four questions related to wellbeing at work and calculates the % of respondents that can be considered a Wellbeing Risk.

2021 Wellbeing Risk Indicator

Score: **Retail: 35%**

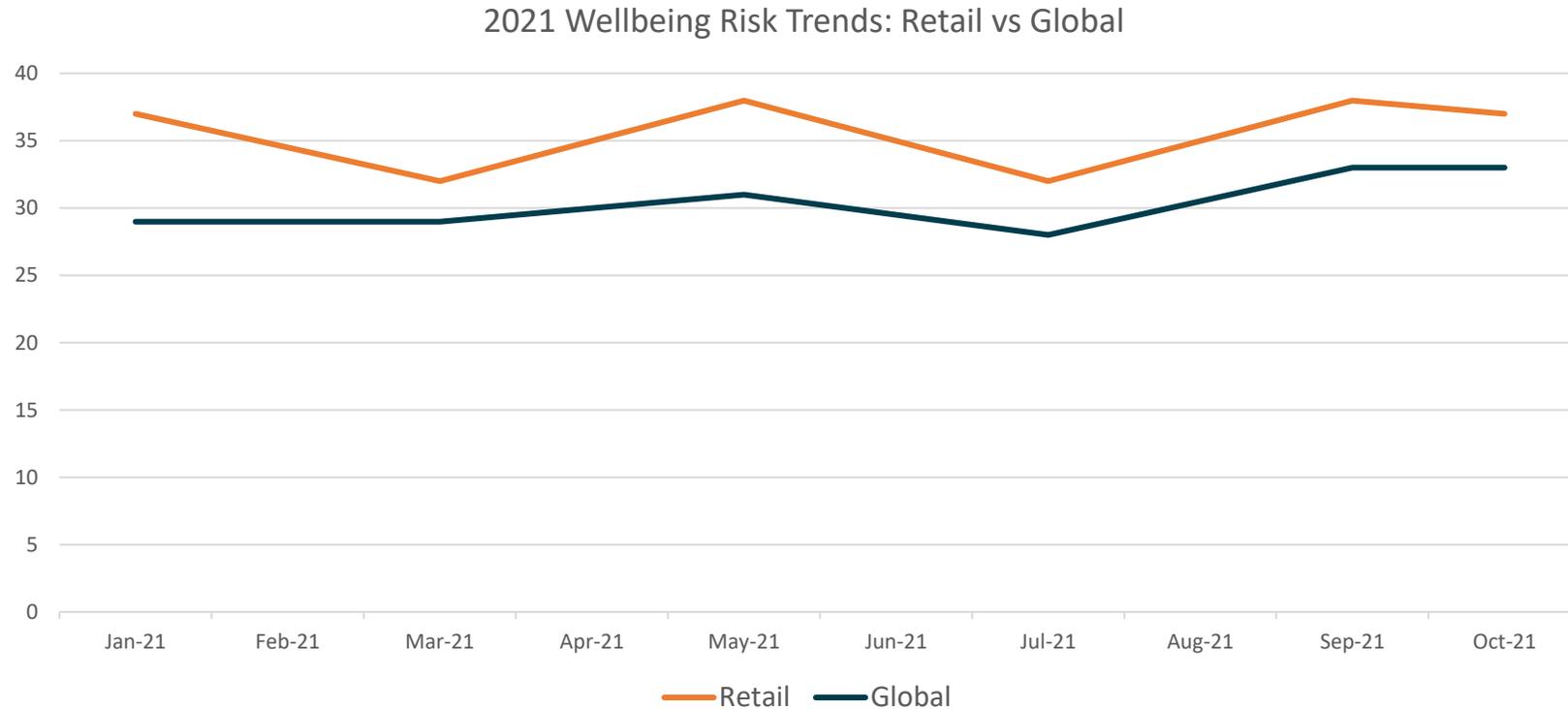


**Global: 30%**

### Wellbeing Risk Question Set

'My employer cares for my Wellbeing'	67%
'I rarely feel anxious or depressed about work'	58%
'I am happy (and feel safe) in my working environment'	69%
'I feel happy at work'	67%

# Wellbeing Risk Trends: 2021



- Wellbeing risk in **Retail** employees is **consistently higher** than global average scores
- **Wellbeing risk reaches it's peak in restaurant employees in May and Sept 2021 at 38% (8% higher than average)**
- Scores are improving as we move into October

# Flight Risk : Overview



'Flight Risk' is the percentage of people who have a high potential to leave their organisation. Flight risk pulls data from 4 survey questions, averages these scores together and pulls data under **60%** to make up the Flight Risk indicator.

2021 Flight Risk Indicator

Score : **Retail: 32%**



**Global: 26%**

## Flight Risk Indicators

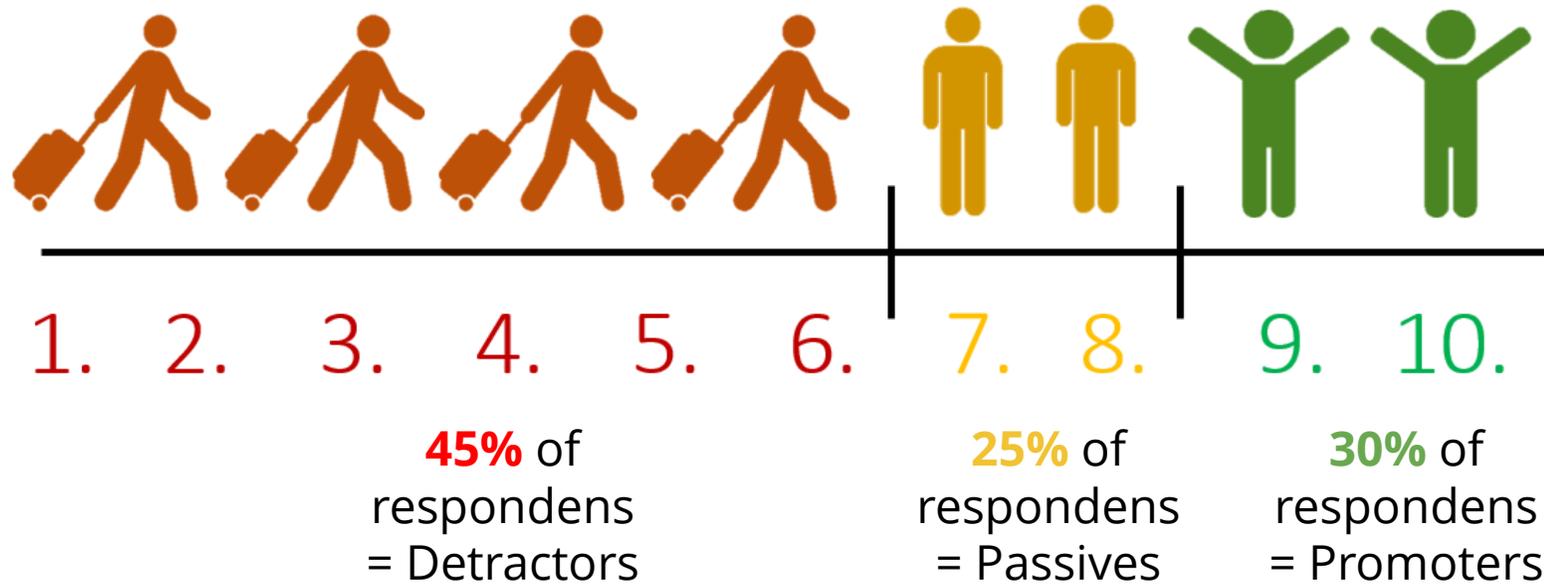
'I am fairly paid'	69%
'I have a good relationship with my manager'	73%
'I enjoy my job'	69%
'I am being developed'	61%

# Flight Risk : Trends



- Flight risk in **Retail** employees is **consistently higher** than global average
- **Flight risk reaches it's peak in retail employees in May and Sept 2021 at 35% (9% higher than average)**
- There is a clear correlation between Wellbeing Risk and Flight Risk. The worst two months in each Indicator are the same. Therefore: when Wellbeing Risk is bad, employees are more likely to leave their organisation.

# NPS Score : Retail



**NPS Score: -14.5%**

-  Global Score: **-4.32%**
-  Technology Score: **5.7%**
-  Hospitality Score: **-12.3%**

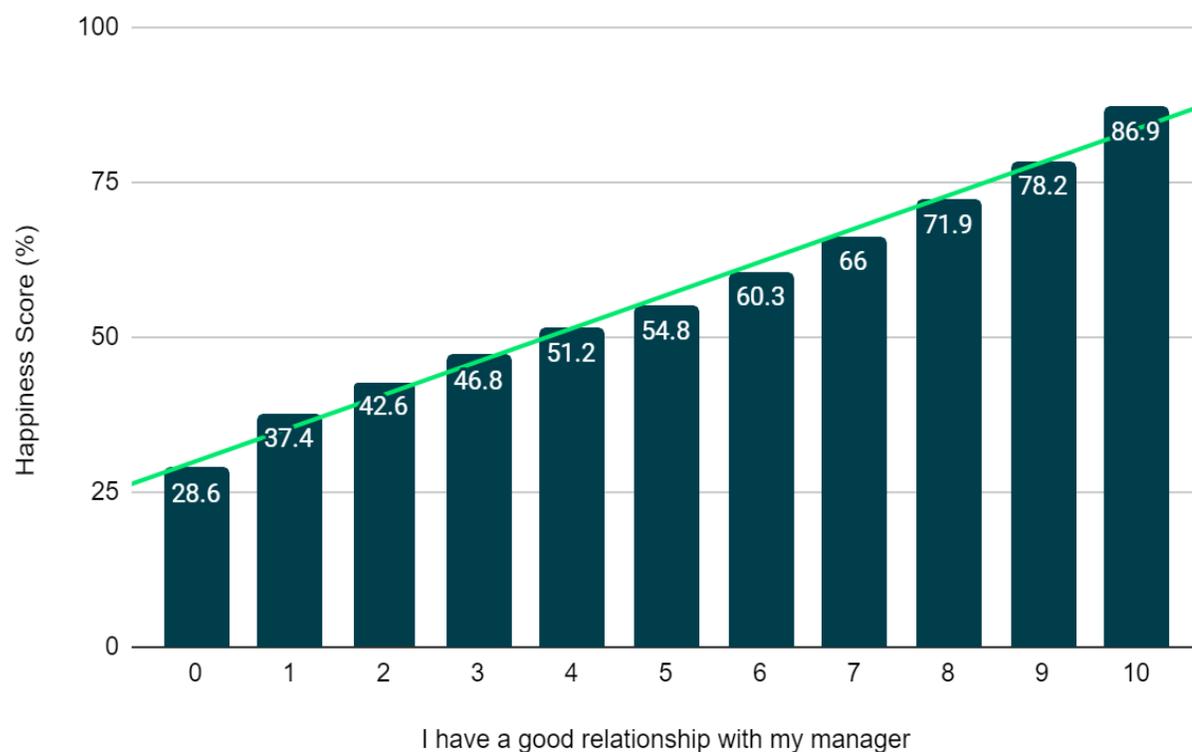
## NPS Indicators

I would recommend my friends and family to my organisation

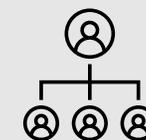
**59%**

## Management vs Engagement

- There is a 0.99 correlation between relationship with manager and workplace happiness



### **i** WorkL's Confidence in management Dashboard



This shows the % confidence employees have in management. The score is an average score across 4 questions linked directly to sentiment on management confidence.

- 'I have a good relationship with my manager.'
- 'I feel proud to work for my organisation.'
- 'I work in a well run organisation.'
- 'I understand the organisation's plan'

# WorkL for your Business

To talk to us about our wide range of surveys and support on:

- Engagement
- D&I
- Wellbeing
- New starter and Exit
- Appraisal
- Change management

Contact [stuart.duncan@workl.co](mailto:stuart.duncan@workl.co) or [tim.hanson@workl.co](mailto:tim.hanson@workl.co)

