



Demonstrating the positive impact
of simplicity on the workforce.



Simplicity at work



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Siegel+Gale

Your people are your brand

Employees are a valuable asset

It's long been established that employees are the backbone of a brand. With today's war for talent and a new generation moving into the workplace with markedly different expectations of their employers, employee engagement is on top of the corporate agenda.

Attracting the best candidates, ensuring your best employees stick around and inspiring your workforce are just a few ways that a strong company culture can pay off for the brands that get it right. In an age where a single tweet can be catastrophic, there's no room for getting it wrong.

Once squarely in the realm of human resources, engaging employees has become a boardroom issue. While many acknowledge the power in engaging employees, we set out to quantify the value.

How we conducted this study

At Siegel+Gale, we've long held the belief that simplicity pays for brands that embrace it. Brands that provide simple experiences win the hearts and minds of customers and employees.

We surveyed more than 14,000 people in nine countries to understand the relationship between simple workplaces and engaged employees, and how this impacts the bottom line for companies across the globe.

We then looked at the connection between simple workplaces—those where employees easily get their work done, and feel productive and fulfilled doing so—and levels of engagement with people and their employer's brand.

We asked:

- How well they understood their employer's brand and how committed they are to what that brand stands for
- How simple they felt their company was at different points in the workplace experience (e.g., recruitment, workload management, day-to-day interactions)
- How easy or hard it was to innovate and bring about new ideas
- What factors influenced preference for working at a company versus another

Key findings

The power of simplicity

Only 1 out of 5 employees find their workplace truly simple. *

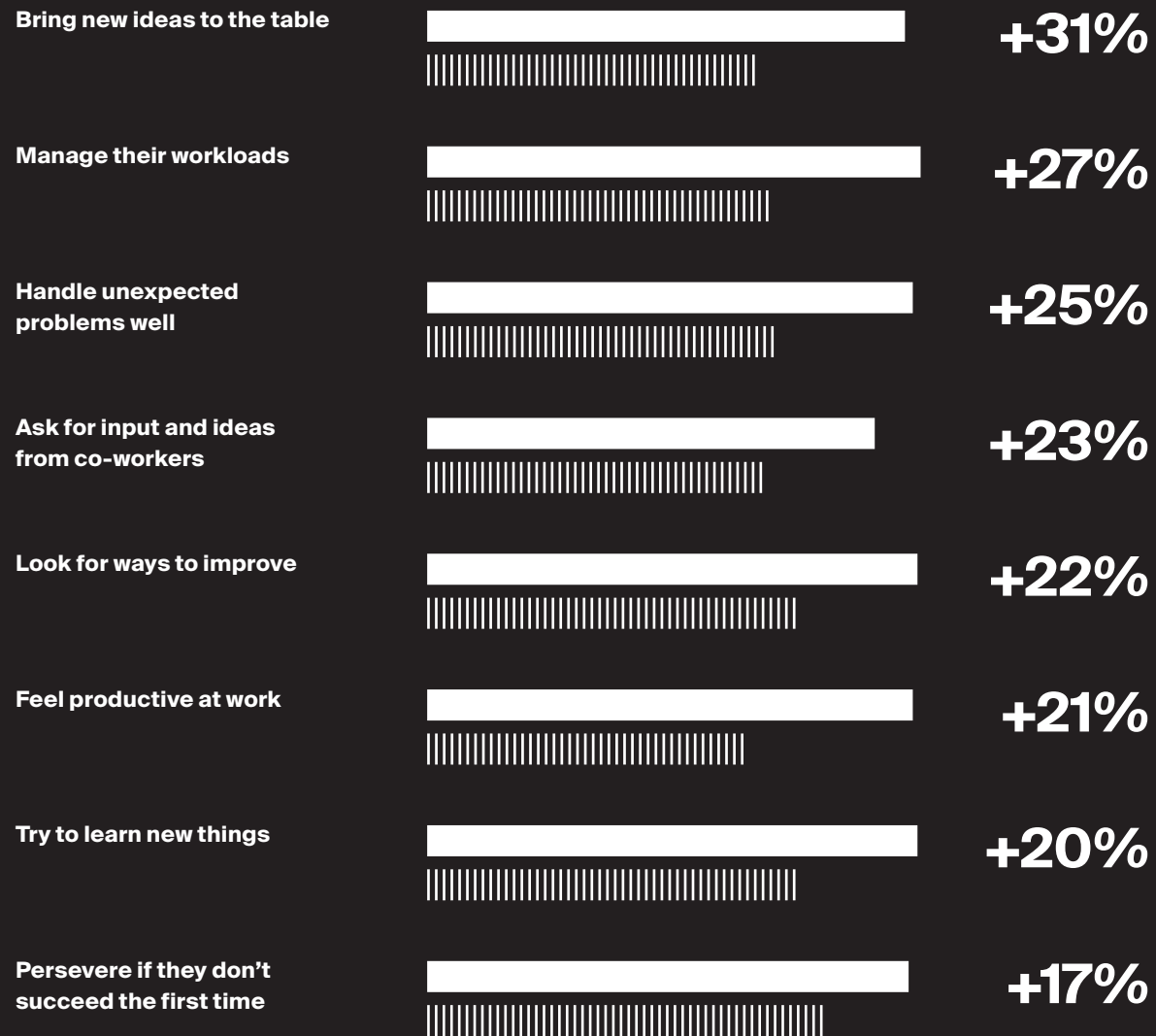
Simpler workplaces—those where employees easily get their work done and feel productive and fulfilled doing so—engender more advocacy, innovation and retention. Yet 30% of employees reported their workplace was complex and difficult to navigate.

By simplifying, organizations achieve greater productivity and engagement. Since 2010, our Global Brand Simplicity Index has demonstrated that customers are willing to pay a premium for simpler brand experiences. Not surprisingly, employees are willing to go the extra mile—essentially paying a premium of their time and effort—for simpler experiences at work.

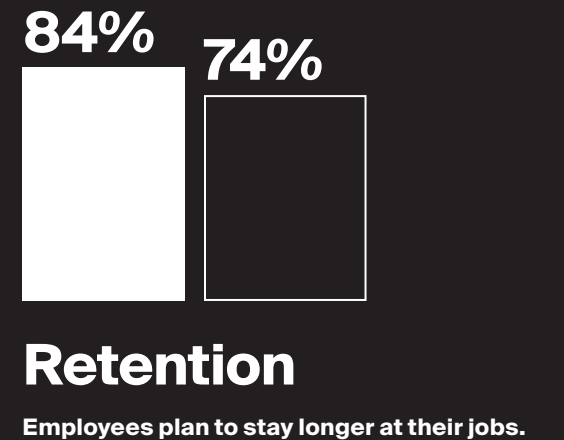
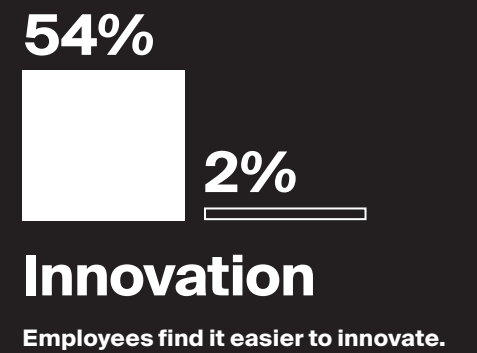
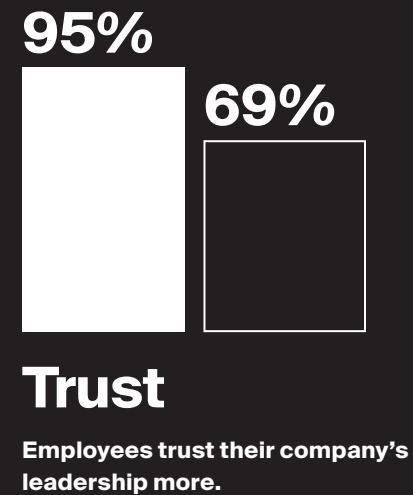
In an era when company culture is a top-cited reason for leaving a job, along with pay and growth opportunities, building company culture through simple experiences at work is critical.

* People were asked to evaluate how simple or complex they perceived workplace experiences such as managing workload, day-to-day interactions, recruiting and the onboarding process.

Employees benefit from a simple workplace



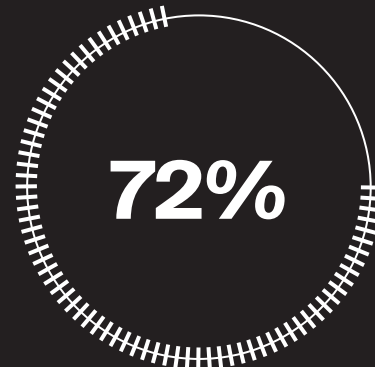
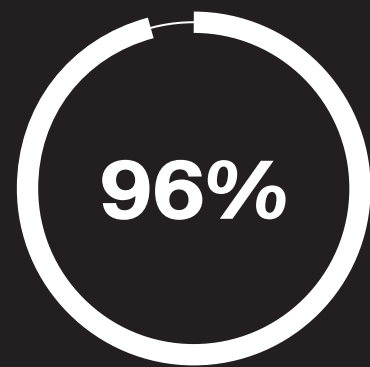
Simple workplaces
 Complex workplaces



Simple workplaces
 Complex workplaces

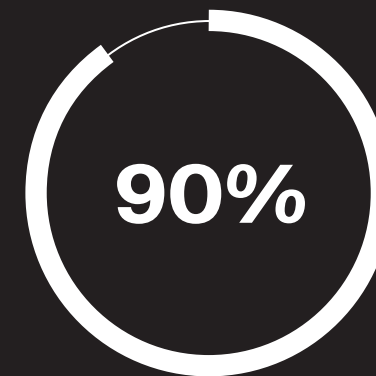
What simple brands get right

Broadcast clearly from the top



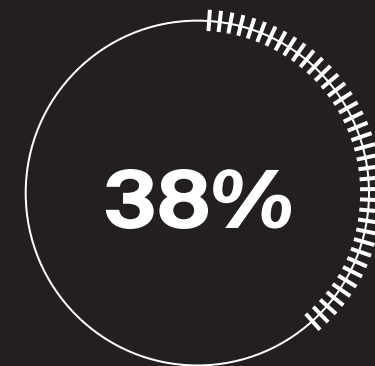
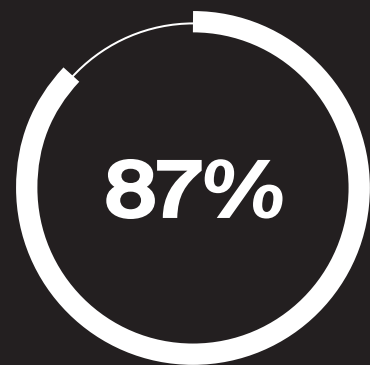
Employees are more likely to receive adequate communication about their company from leadership.

Clarify how employees' roles impact relationship with clients



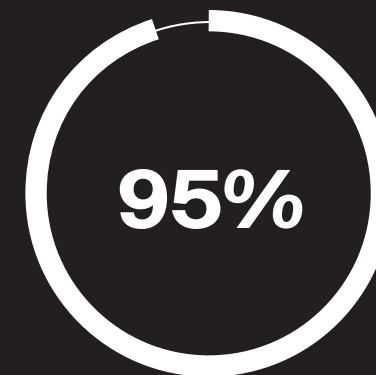
Employees are more likely to understand how their roles impact their relationship with clients.

Foster psychological safety



Employees are more likely to feel comfortable expressing opinions at their company.

Reward/recognize employees



Employees are more likely to feel like their company recognizes or rewards.

— Simple workplaces
- - - - - Complex workplaces

What leads to complexity?

More established

Complex workplaces are typically **more than 50 years old**. With more established processes, a reliance on historical thinking and the existence of legacy infrastructure, older brands often foster an environment that makes it harder for employees to get things done effectively and creatively.

More audiences

Complex companies often serve more than one audience. Brands that serve both **B2B** and **B2C** customers are often viewed as complex by employees and must be clear in their approach and adept at meeting the diverse needs of consumer and enterprise customers.

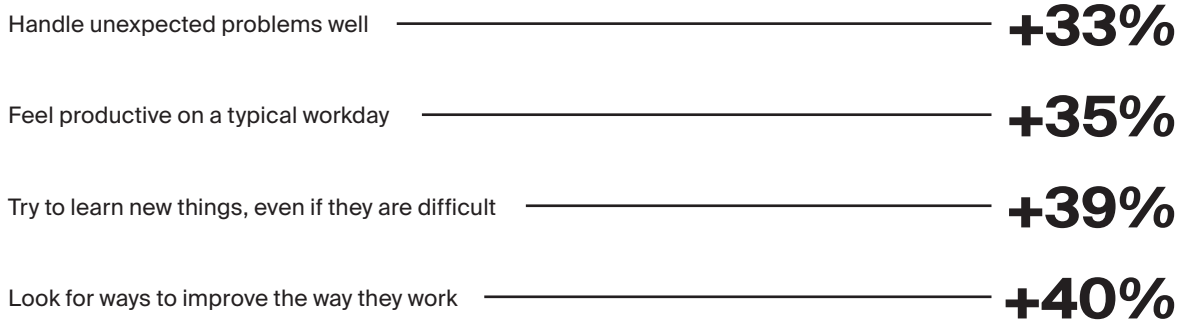
More people

Complex workplaces are more likely to have **more than 1,000 employees**. The larger the organization becomes, the greater the chance of inconsistency, misalignment and overburdening of the workforce. Smaller companies with fewer layers of management can streamline approval processes, provide more transparency into business objectives and foster more communication with supervisors and senior management.

Brand champions drive value

Brand champions understand what their company stands for, and are committed to it. They are more likely to advocate—even evangelize—on behalf of their companies and trust leadership to further their brand’s mission. Not surprisingly, you’re more likely to find brand champions in simple workplaces.

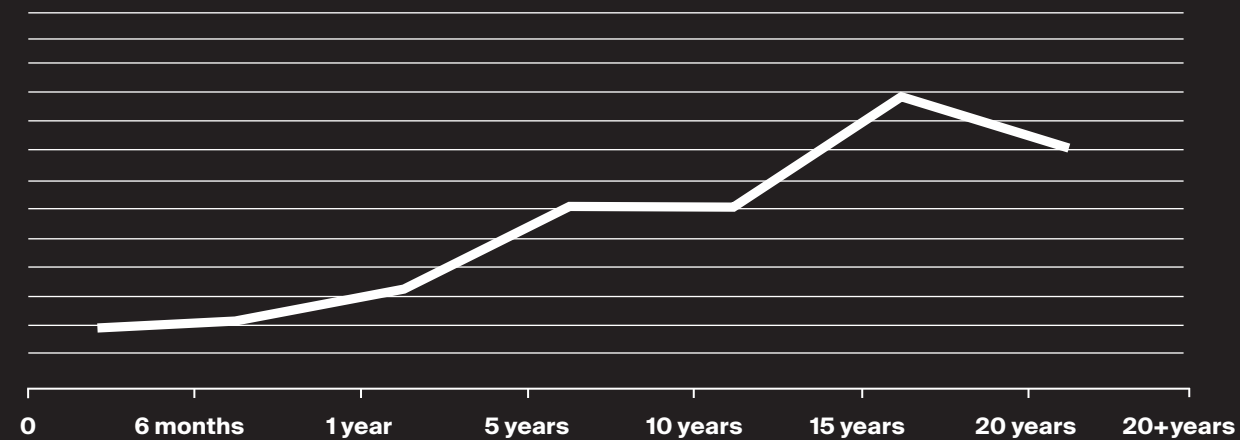
Brand champions vs. disengaged employees:



Who are brand champions?

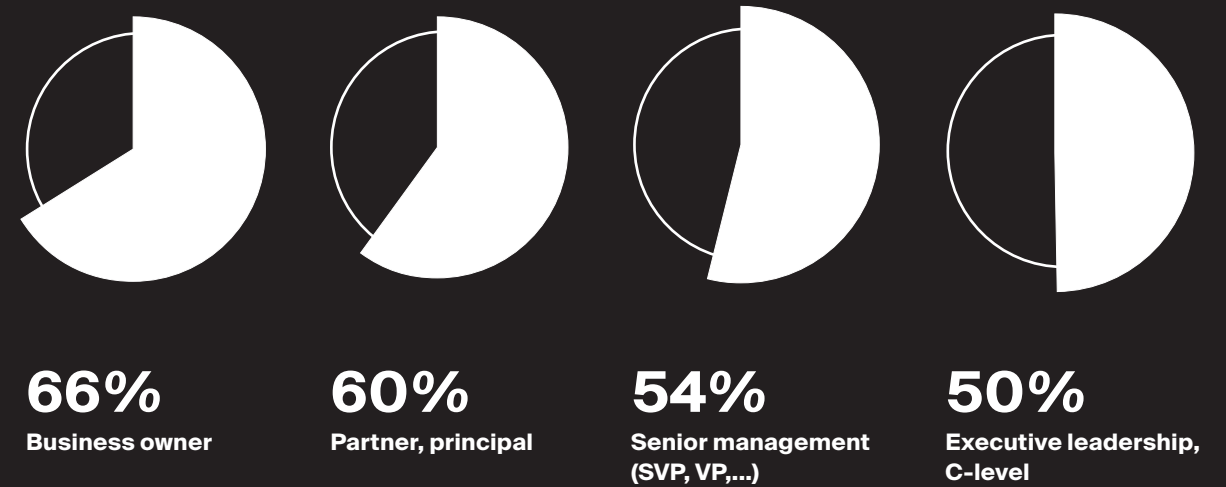
Time tells all

Brand champions tend to have long tenures at their companies



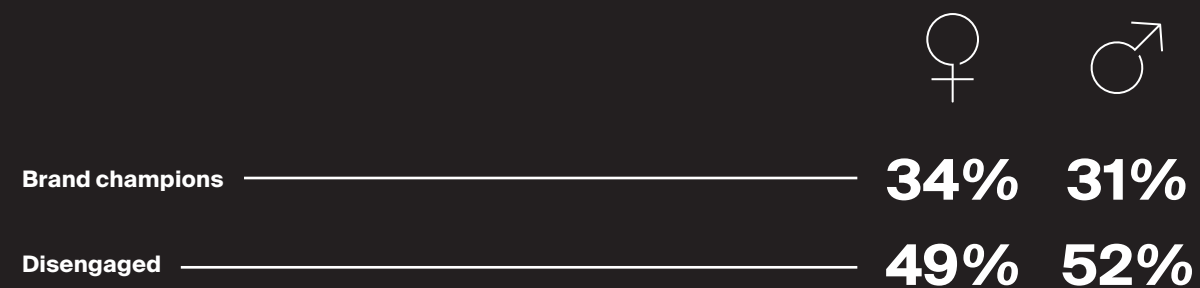
The view from the top is rosy

Senior executives are more likely to be brand champions



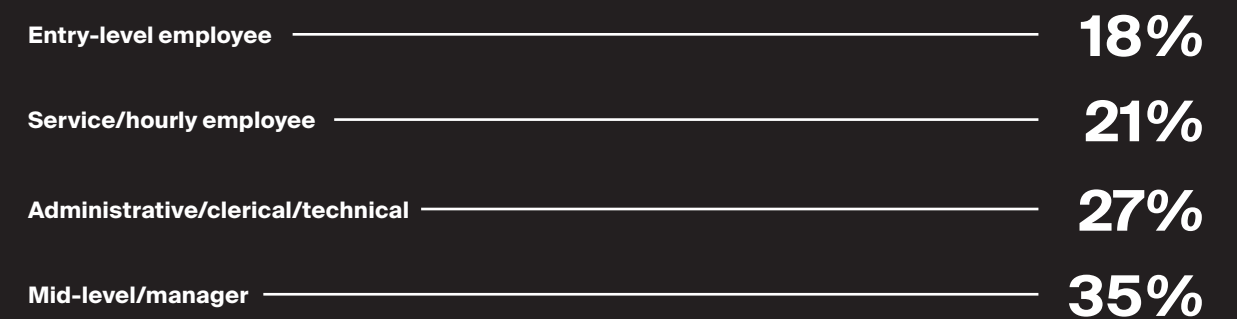
We're all (mostly) created equal

Gender impacts whether an employee is a brand champion or a disengaged employee



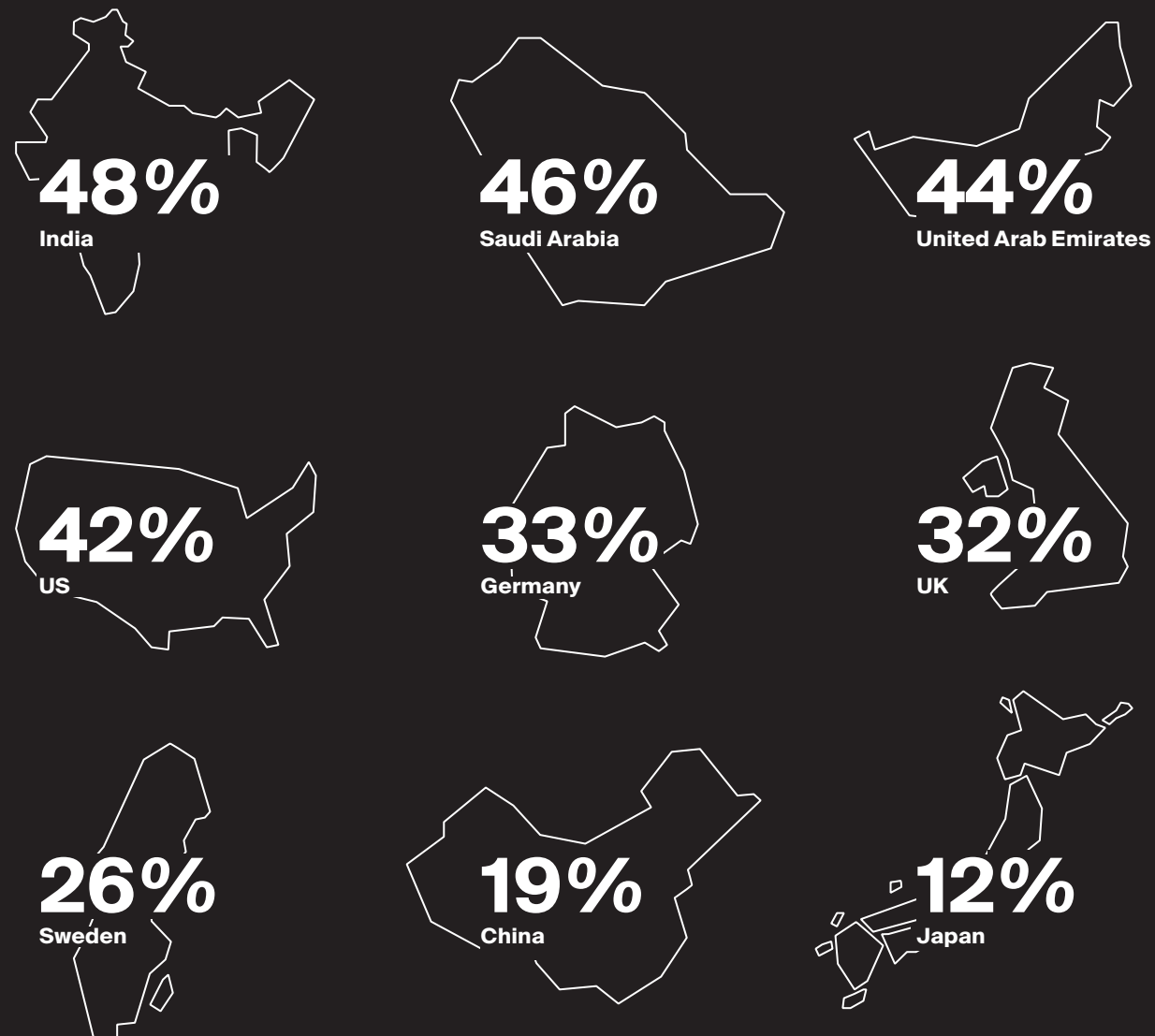
It's harder at the bottom

Junior and mid-level employees are less likely to be brand champions



Where do you find brand champions?

Cultural norms impact brand champions

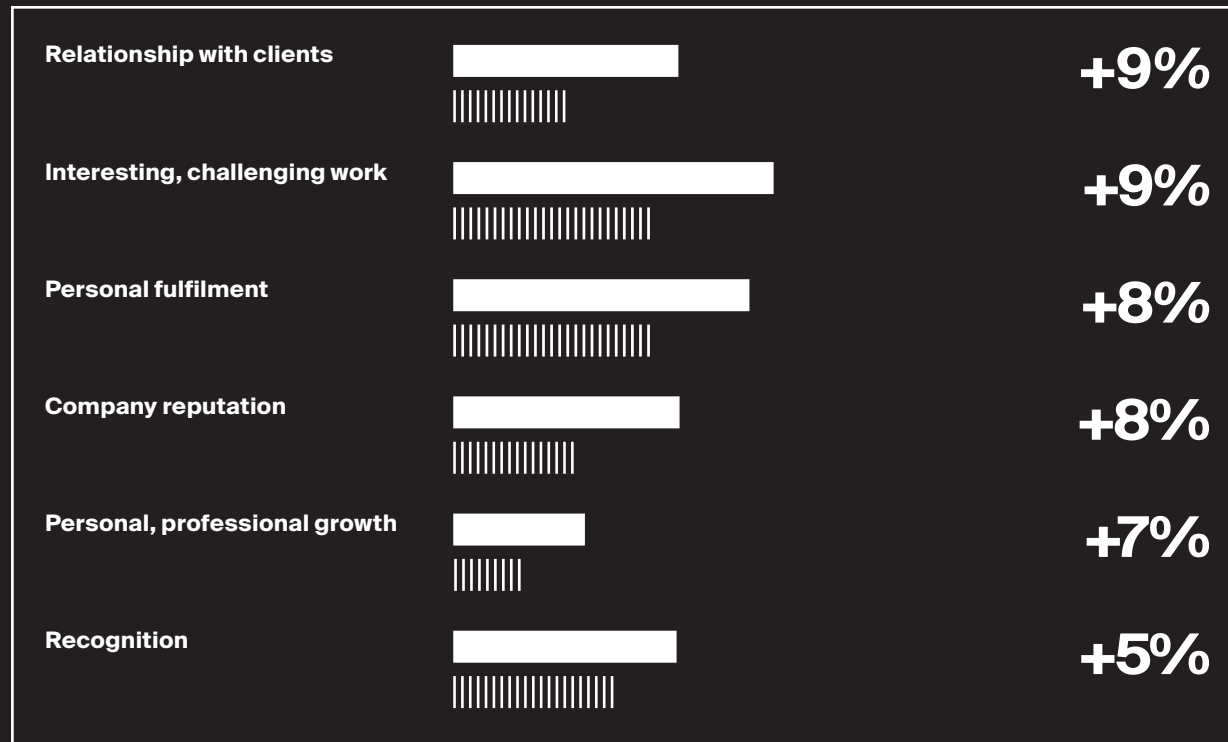


Purpose-driven sectors have more brand champions

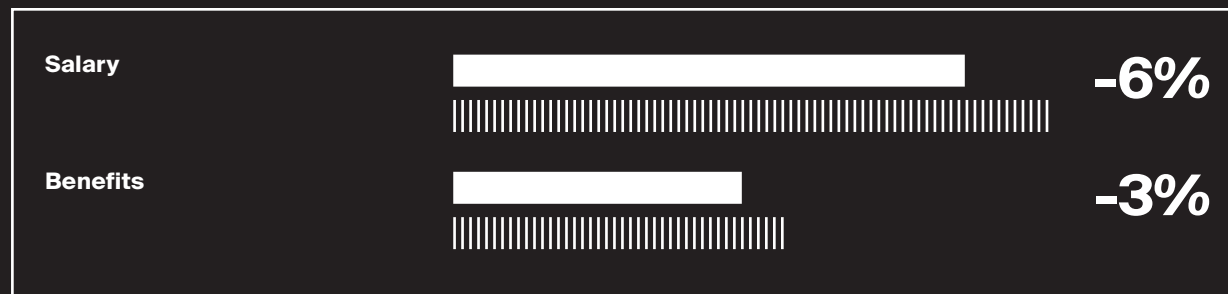


What motivates brand champions?

Intangible Factors



Tangible Factors



Brand champions
 Disengaged

Brand champions are 9% more likely to value interesting and challenging work. While all employees care about tangible factors—salary, job security and work conditions—brand champions are motivated by imperceptible factors such as personal fulfilment and growth, relationships and their company’s reputation. Their disengaged counterparts are more likely to feel motivated by tangible factors such as compensation and benefits.

Creating brand champions—motivating all employees to do their best work and contribute to company culture—is a responsibility shared across departments and roles. As workplace norms and expectations continue to shift, employers must measure what inspires brand champions and invest wisely to promote desired outcomes.

Unlock the value of your people

Get the facts

Engaging employees can be a nebulous undertaking, but building a fact base helps identify the factors that influence (or detract from) engagement. Tying employee brand alignment to desired business results helps to rationalize investments in the employee experience and in employer branding programs. Once programs are in place, track and measure success.

Lead with purpose

Brand champions want their work to matter and contribute to the greater good. Ensure your organization's brand is guided by an emotionally relevant purpose that is bigger than just the products or services you offer. Management should infuse the brand's purpose in external/internal communications and brand rituals.

Define your employer value proposition

To support the externally focused brand purpose, define an internally focused employer value proposition (EVP) to give candidates a reason to join and employees a reason to stay. Activate the EVP through reinforcing behaviors, culture-building initiatives, recruitment campaigns, onboarding toolkits, leadership alignment and more. Together, your brand purpose and EVP become a decision-making filter to simplify operations, shift your culture and create sustained change.

Simplify your workplace and employee experience

While a company's size, age or services offered are unlikely to change, reducing complexity at work is possible. Make it easy and rewarding for employees to do their jobs. Create a culture of simplicity with clear, open communication that ties employees' roles to business goals. When you streamline processes and connect the dots for employees, they start to see a bigger and better picture.

Where do you stand?



Is complexity in your workplace affecting employee performance and retention?



Are your employees engaged and committed to your brand?



Do you have a brand purpose that is compelling to employees?



Is your employer brand articulated in a simple, memorable way that is relevant and attractive to employees?



Is your brand experience as simple and engaging to employees?



Are you effectively tracking key metrics of employee engagement? Do you have data showing which aspects of the employee experience matter most?



Have mergers or acquisitions added complexity to your employees' lives?

Siegel+Gale is the simplicity company. We seek it, defend it and embrace it in everything we do to help brands reach their true potential. Simplicity is the centerpiece of the strategies we develop that reveal the unique truths of an organization, the engaging stories we create that connect brands with their audiences and the meaningful experiences we deliver that are both unexpectedly fresh and remarkably clear.

We offer a full suite of services:

Insights

Strategy

Design

Brand communication

Naming

Digital

Employee engagement

Experience

Activation

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