

Employees in Tech

Motivated and Satisfied,
but Wary of Leadership and Change

United Minds asked employees across a number of industries about their experience at work, including relationships with colleagues, the organization and leadership. Across all industries people have positive sentiments towards their experience – **66%** of people rate their experience as being positive. Of all the sectors we sampled, Tech had the most satisfied people. **77%** of the people we spoke to in the Tech industry rated their experience positively.

Perhaps unsurprisingly, then, tech employees are the least likely to be open to new opportunities, with **29%** saying they would be willing to change jobs tomorrow vs. the **40%** benchmark. At the same time, they are significantly more open to joining a union (**58% vs. Benchmark 46%**).

Some highlights of tech employees' experience in the workplace include:

A high majority are enthusiastic about the work they do (**85% vs. 68%**) and are satisfied with their job (**84% vs. 67%**)

Even bigger increases over average in feeling valued (**81% vs. 63%, a difference of 18 percentage points**) and for experiencing high morale (**78% vs. 59%, up 19 percentage points**)

More ability to make an impact;

84% understand how their role contributes to the organization's success (**vs. 76%**)

83% are able to make a positive impact on client or customer experience (**vs. 74%**)

Tech employees also have more awareness of their employers' vision and goals for the future (**83% vs. 70%**), as well as values, principles and beliefs (**83% vs. 71%**)

In fact, tech employees are more satisfied in every category with one major exception: **admiration for their CEO.**

33%

of tech employees admire their CEO *vs. more than half (55%)* of employees across industries

This is despite being significantly more likely to agree:

- The CEO stands up for what is right (*77% vs. 62%*)
- Leadership acts in accordance with company vision and values (*79% vs. 65%*)

This could at least in part be attributed to the increased amount of change that tech employees report experiencing. More than nine in 10 employees (*93% vs. 86%*) have been through at least one event in the past year, and especially:

51%

Leadership changes (*vs 30%*)

45%

Change of business strategy (*vs 18%*)

45%

Introduction of a new organizational structure (*vs 19%*)

37%

Legal or regulatory changes (*vs 12%*)

When it comes to advocating for – or becoming activists against – their employer, tech employees can be a study in contrasts. Specifically, tech employees are:

27%

Least likely to recommend their employer to others as a place to work (*vs. 49%*)

17%

Least likely to defend their employers to others (*vs. 37%*)

47%

Most likely to share positive praise or comments about their employer (*vs. 32%*)

46%

Most likely to post something with the goal of bringing attention to a concern about their employer (*vs. 14%*)

44%

Most likely to have posted something about their employer that they regret (*vs 17%*)

81%

of tech employees believe that their employers should speak up about sensitive societal issues, even when they are controversial (*vs. 67% across industries.*)

So, what can be done? When it comes to improving engagement with employees in the tech industry, leaders should focus on:



Building reputation across the pipeline of top leaders within the organization, including the CEO. One data-backed approach would be to improve internal communications. Employees who agree they receive quality, aligned communications from their employer are over 7X more likely to admire their CEO than those who don't (**81% vs. 10%**).

01



Increasing resilience within the organization to navigate changes by - to the extent possible - connecting the dots between the changes that are happening, connecting them to the organization's mission and vision, and ensuring proper change management processes are in place to speed strategy to impact.

02



Ensuring external positions match what employees care about. The top five societal issues that tech employees believe their employers should speak out about are: access to education and job skills training (**81%**), consumer and employee privacy and data protection (**80%**), free and fair elections (**80%**), freedom of speech (**79%**), equal rights and pay for men and women (**79%**).

03



Galvanizing employees as advocates through a coordinated champion program that encourages even more employees to share positive information about the company. At the same time, updating and strengthening social media policies will help employees to avoid situations where they regret what they share on their personal platforms.

04

Finally, as tech employees have the highest levels of feeling valued and making an impact they also have a disproportionate amount of agency - linked to improved productivity, satisfaction, retention and advocacy - vs. employees in other industries. Tech leaders should consciously continue to nurture agency amongst their employees.