

THE NEW WORLD OF WORK: REPORT WARNS OF AN UNPRECEDENTED RISE IN WORKPLACE ACTIVISM

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Across all sectors and geographies workers are becoming more vocal in articulating their views – about the workplace, their employer and about wider social issues – and increasingly holding organisations to account, enabled and amplified by social media. This trend is set to grow and gives rise to new and distinct risks for employers.

To help prepare for what's ahead, we surveyed ~400 cross-sector C-suites worldwide to understand the triggers and scale of this trend.

ACTIVISM ON THE RISE

The global top triggers for activism



Key findings reveal that in the next 3-5 years:

- Over 80% of companies predict a rise in workforce activism with 95% expecting an increase in workers use of social media to amplify their voice
- Respondents anticipate an increase in online digital petitions with 77% expecting to see more crowd-funded legal challenges
- Workforce activism is a significant potential threat to corporate reputation, warning this could cost organisations up to 25% of global revenue each year
- Almost 50% see activism as a positive force for change.

ADAPTING TO THE DEMOCRATISED WORKPLACE: SIX STEPS TO SUCCESS

Six steps to success



Workplace activism in the age of digital communication calls for a new mindset from employers. Leadership styles may have to change and established procedures and policies will certainly have to be adapted to contend with a more democratised workforce. Protecting and nurturing the trust and engagement between employers and the workforce in this environment is paramount. The organisations that will thrive will be those that find a way to redefine the workforce relationship, manage tensions and create a common, compelling vision.

To succeed in the new world of work download your copy of the report [here](#).

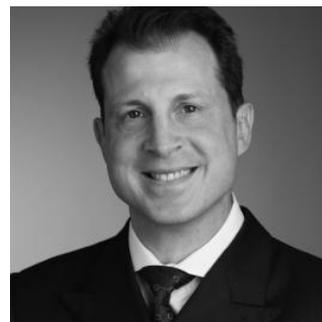
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KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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