
Work Reimagined:

ManpowerGroup Research Reveals
What Workers Want Post COVID-19



ManpowerGroup®



COVID-19: Global Impact At Work

When economic outlooks are uncertain, employability matters the most and workers say simply keeping their job is most important.

- After health concerns **the top worry for workers is going back to the way things were** – losing their newfound flexibility and being required to be back in the workplace daily.



Keeping their job is a top priority for workers everywhere **(91%)** with the exception of IT workers who **value flexibility** most



After health concerns, **(94%)** workers are most worried about returning to an old way of working, losing the flexibility they have gained

8IN10

8 in 10 want to better work-life balance in the future

43%

43% workers believe this marks the end of the office 9-5. Most prefer 2-3 days a week in the workplace

Returning to the Workplace is not a One Size Fits All

How workers feel about a return varies by gender and career stage:

Gen Z vs. Millennials:

- Gen Z's are most positive to return to the workplace to develop their careers and socialize (51%) while millennials are least positive (38%).



Gen X vs. Boomers:

- Gen X value being in the workplace to concentrate and collaborate away from household responsibilities.
- Boomers choose socializing and collaborating with colleagues (34%) as top reason to return.



Gender Divide:

- Almost half of men (46%) feel positive about returning, only one-third of women (35%) feel the same.
- Women report feeling more concerned or nervous about the return.
- Both men and women rank not having to commute and having flexibility to work when convenient in their top three benefits of working from home.



Working Parents:

- Men with children list spending time with their family as a top benefit to working remotely.
- Women feel more negatively about going back to work, increasing in concern the younger the child – 61% for children 0-5, 53% for children 6-17 and 50% for 18+.



How COVID-19 is Reshaping In-Demand Skills

The need for a skills resolution is here in full force. People are looking for more support from their employers to develop their skills.

Biggest Workforce Shift Since WWII

In Demand

- Business Transformation
- Health & Wellbeing
- Logistics
- E-Commerce



In Decline

- Sales & Marketing
- Hospitality & Leisure
- Office Admin & Maintenance
- Brick & Mortar Retail



Accelerating Importance for Soft Skills

1. Communication

6. Analytical Thinking

9. Coaching

3. Adaptability

2. Prioritization

7. Relationship Building

10. Resilience

4. Initiative Taking

8. Empathy

5. Integrity



What Working Parents Want: One-Life

Being able to balance work and home remains more important than ever.



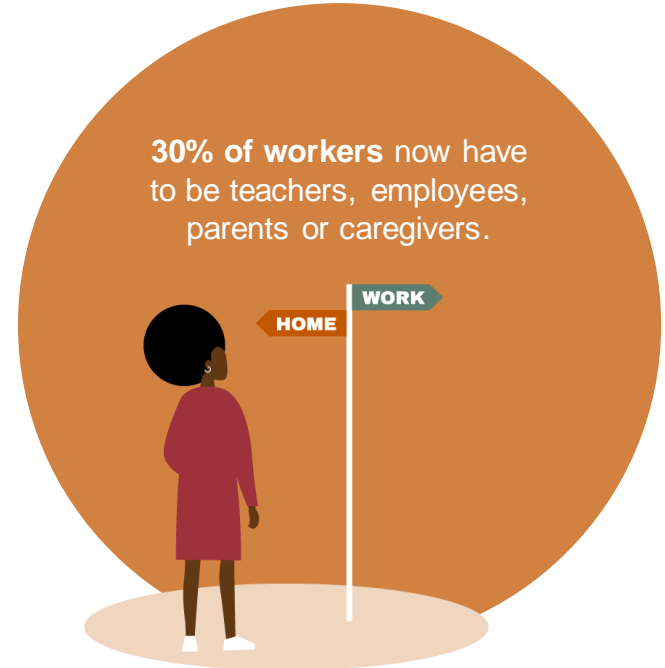
Opportunity to learn and develop career



Employment security



More remote work options to blend work and home



How Workers Feel about Testing and Tracing

Employees have privacy concerns when it comes to sharing their data with employers.

Trust is the New Currency

Workers who trust their employers are 2x likely to feel positive about a return to the workplace.

TRUSTED

44%

NOT TRUSTED

23%



1 in 3 don't trust their employer to make the right decision about their health.

Health and Wellbeing is the New Priority

Companies and HR are turning into wellbeing experts, balance advocates and education advisers. Now is the time to rethink the way people work, are recognized and rewarded with parents front and center, particularly for women who still do the majority of caring and household activities in many households.



Acceleration of Inequity

Workers are united in what they want for the future – yet there is a greater bifurcation within the workforce.



Equality maker or breaker? How the crisis impacts women and men

Men's health might be more impacted by the crisis, while women will be impacted longer term by the economic and social crisis.



Women are Most Impacted

They over represent in sectors most impacted by COVID-19.

Accommodation and Food Services



Administration and Business Services



Arts / Entertainment – Clerical Roles



Essential Workers. Essential Skills. Essential Pay?

The undervalued key workers have emerged as the essential heroes - serving us in hospitals, grocery stores, factories, delivery centers and delivering essential and non-essential goods the world over.

76% of all workers think essential workers should be paid more during the crisis

↑ \$ DURING



1/4 say this should continue post-crisis

↑ \$ AFTER



5 Ways to Make the Next Normal Better for All

Employers needing to adopt a People First approach and to reimagine a future of work that works for organizations and individuals alike - prioritizing health, wellbeing, and caring responsibilities.



Ask Why.
Why Return



Skills are Evolving
– Prepare for
that Reality



Flexibility and
Balance for the
Many not the Few



Physical and
Emotional
Wellbeing = New
Health and Safety



Build Resilience –
In People and the
Organization

The Great Reset for a New Future of Work, Not the Past

A dramatic workforce transformation is accelerating What Workers Want, and the next normal might eventually be better for everyone.

- **Work My Way – workers want autonomy and their personalized version of a Hybrid Workplace:** For most this means more opportunity to work remotely – but not ALL the time
- **Learning on demand - More opportunities to learn virtually and develop skills to stay employable:** Workers in every industry say just keeping their job is most important going forward – except those in IT who value flexibility most as they know their skills will always be in demand.
- **One Life - A focus on blending work and family life for the long term:** More than 1 in 3 workers is a parent – enabling people to work in a way that blends caring responsibilities while giving them the same opportunities to move up in their career is a key priority for both men and women.

To download the full report *The Future for Workers, by Workers: Making the Next Normal Better for All* visit: <https://go.manpowergroup.com/futureforworkers>

About the Research: ManpowerGroup commissioned research to survey 8000 workers on their attitudes towards work since the impact of COVID-19. Research was carried out in June 2020 by Reputation Leaders surveying workers aged 18 and over, balanced by age, gender in 8 countries, France, Germany, Italy, Mexico, Singapore, Spain, UK and US.