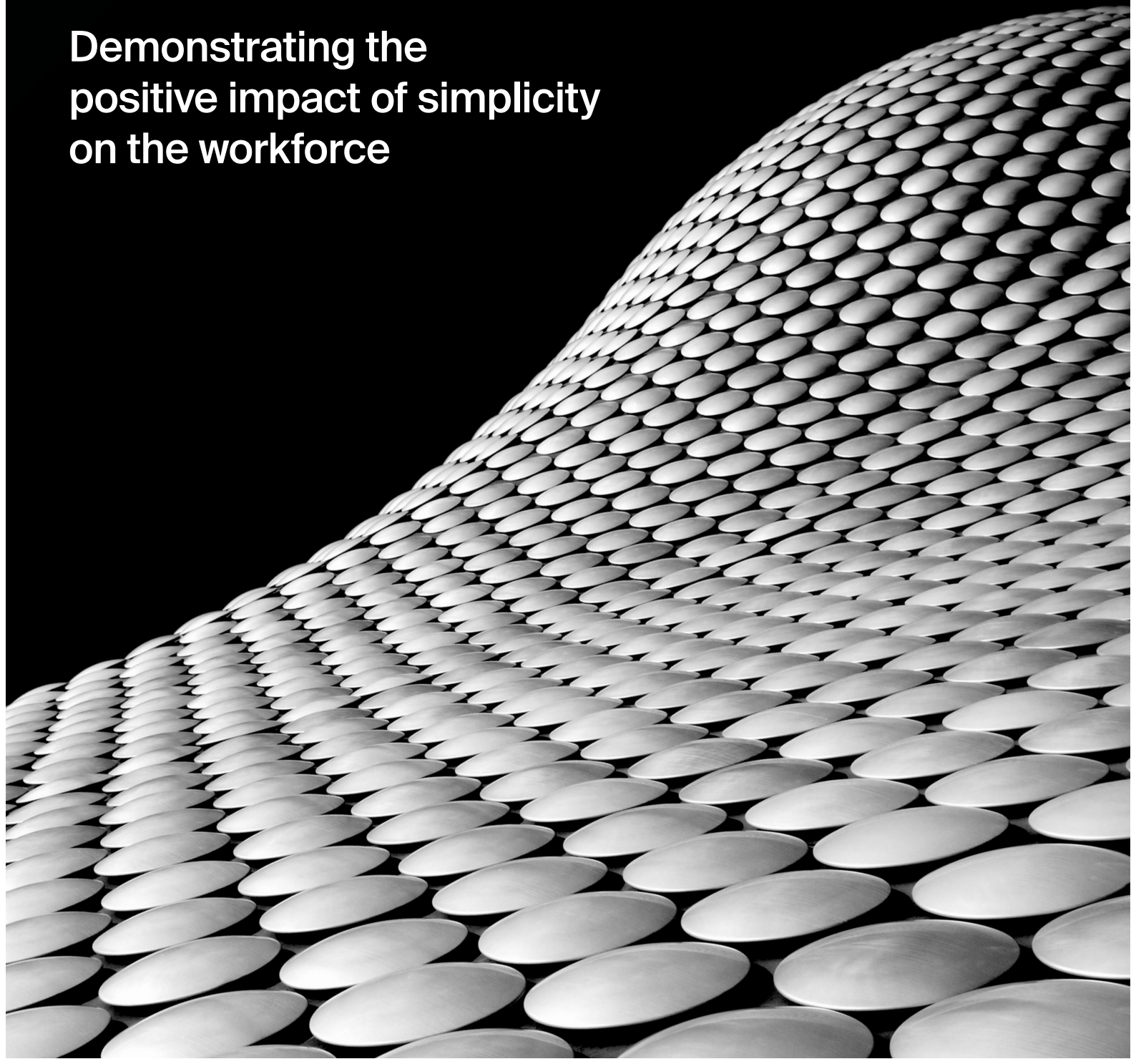


Siegel+Gale

Simplicity at work

Demonstrating the
positive impact of simplicity
on the workforce



4

Introduction

Without your people,
your brand doesn't exist

8

Key Findings

The power of simplicity

31

About

Siegel+Gale

6

Methodology

How we conducted
this study

26

What's Next

Unlock the value
of your brand

Without your people, your brand doesn't exist



Employees are valuable,

for they not only attract revenue and execute the primary functions of your company, but they are the backbone of your brand. They are responsible for driving your brand's promise forward and delivering it from the inside out.



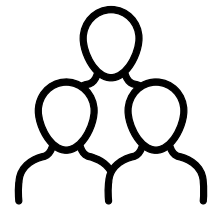
Once squarely in the realm of human resources, engaging employees has become a boardroom issue. While many acknowledge the power of engaging employees, we set out to quantify the value.

How we conducted this study

At Siegel+Gale, we've long held the belief that simplicity pays for brands that embrace it.



9 countries



15,000+ people

Brands that provide simple experiences win the hearts and minds of consumers and employees.

We surveyed more than 15,000 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 employees:

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

How easy

or hard it was to innovate and bring about new ideas

What factors

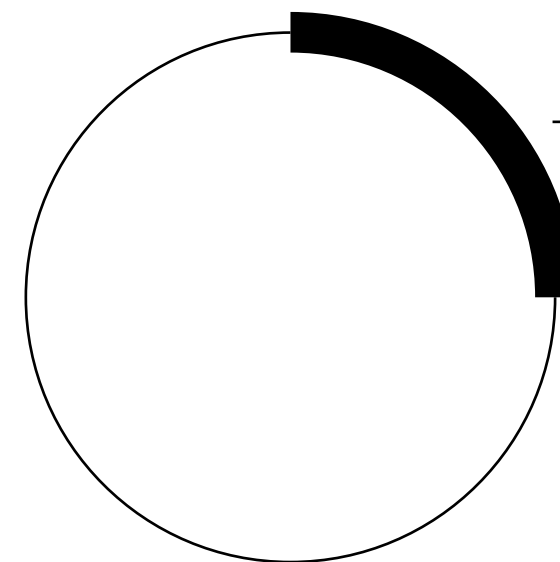
influenced preference for working at a company versus another

The power of simplicity

Simpler workplaces—those where employees easily get their work done and feel productive and fulfilled doing so—engender more advocacy, innovation and retention.

By simplifying, organizations achieve greater productivity and engagement. Since 2010, our World's Simplest Brands study has demonstrated that consumers are willing to pay a premium for simpler brand experiences. Not surprisingly, employees are willing to go the extra mile—essentially paying a premium for 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.



Only 1 out of 4 employees find their workplace truly simple.*

* 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 and employers benefit from a simple workplace

— Simple workplaces — Complex workplaces

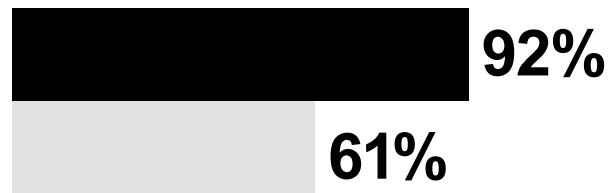
Bring new ideas to the table



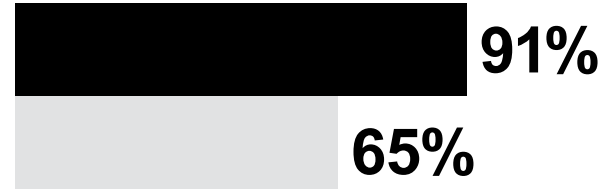
Look for ways to improve



Manage their workload



Feel productive at work



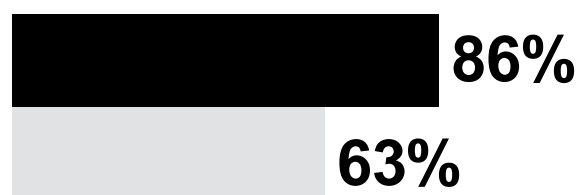
Handle unexpected problems well



Try to learn new things



Ask for input and ideas from co-workers

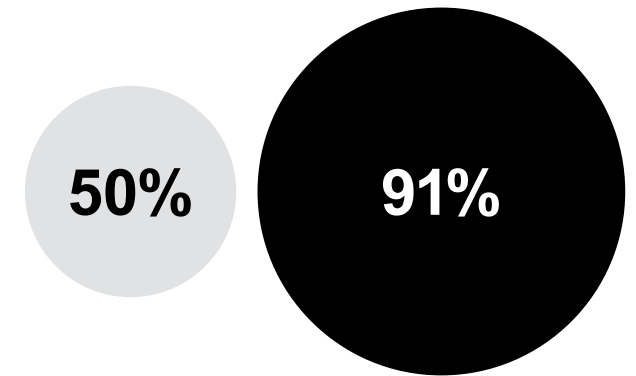


Persevere if they don't succeed the first time



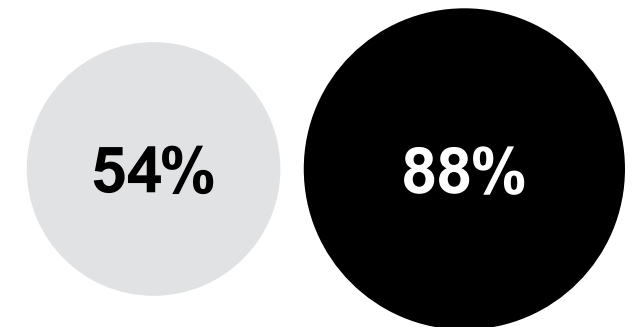
Trust

Employees in simple workplaces trust their company's leadership more



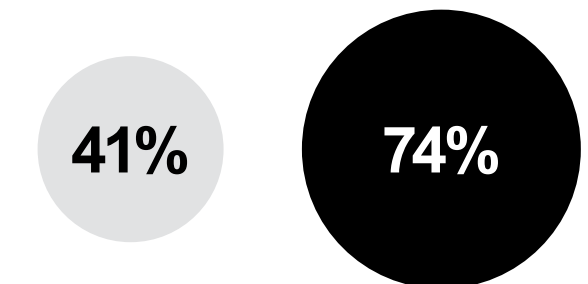
Enrichment

Employees in simple workplaces feel more supported with learning and development opportunities



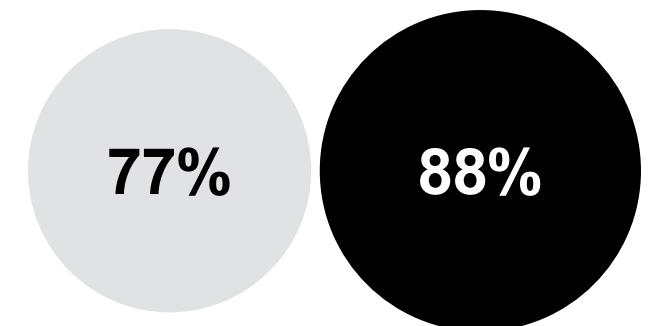
Advocacy

Employees in simple workplaces are more likely to recommend someone to work at their company



Retention

Employees in simple workplaces plan to stay longer at their jobs



What simple brands get right

— Simple workplaces — Complex workplaces



Inspire pride in employees

Employees in simple workplaces are more likely to be proud of their company's brand



Clarify how employees' roles impact relationship with clients

Employees in simple workplaces are more likely to understand how their roles impact their relationship with clients



Foster psychological safety

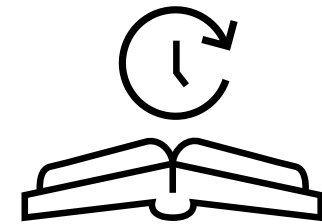
Employees in simple workplaces are more likely to feel comfortable expressing opinions at their company



Make employees feel valued

Employees in simple workplaces are more likely to consider themselves a valuable employee

What leads to complexity?



More history

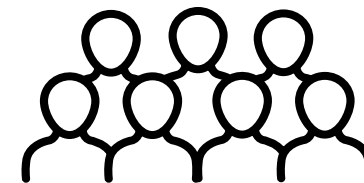
Complex workplaces are typically **more than 50 years old**. With more established processes, a reliance on historical thinking and the existence of legacy infrastructure, older brands often foster an environment that makes it harder for employees to get things done effectively and creatively.

Employees at **B2B** companies are most likely to see them as complex, although B2C companies are not that far behind. Interestingly, companies that are both B2B and B2C are the most likely to be seen as simple by employees.



More B2B-facing

Complex workplaces are more likely to have **over 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 greater transparency in business objectives and foster more communication with supervisors and senior management.



More employees

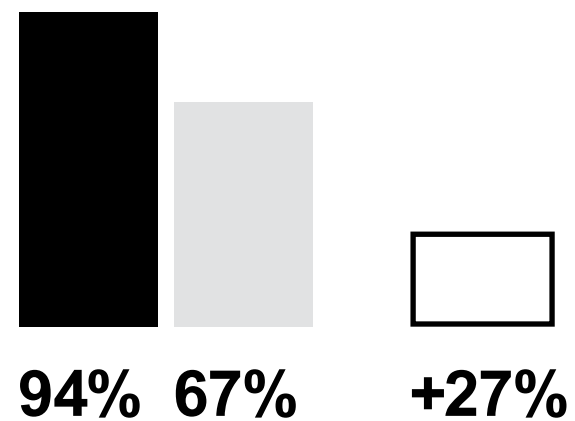
Brand champions drive value

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

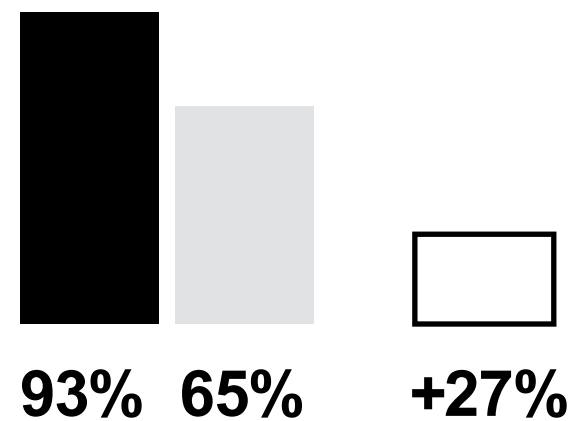


— Champions — Unengaged — Difference

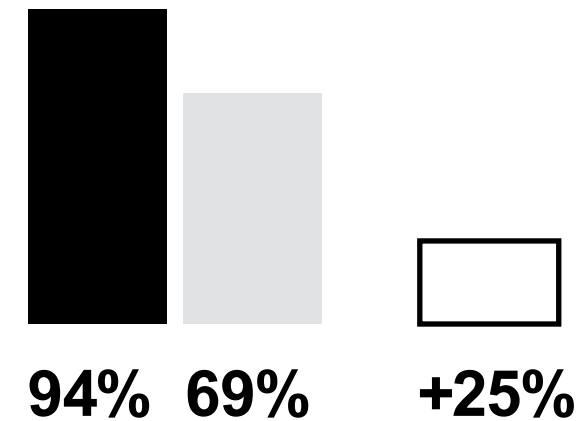
Handle unexpected problems well



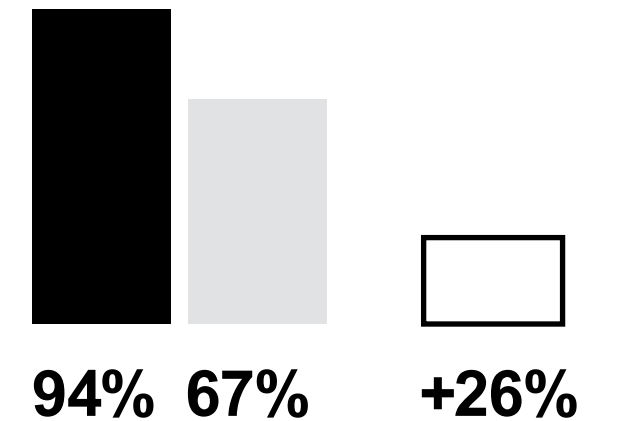
Feel productive on a typical workday



Try to learn new things, even if they are difficult

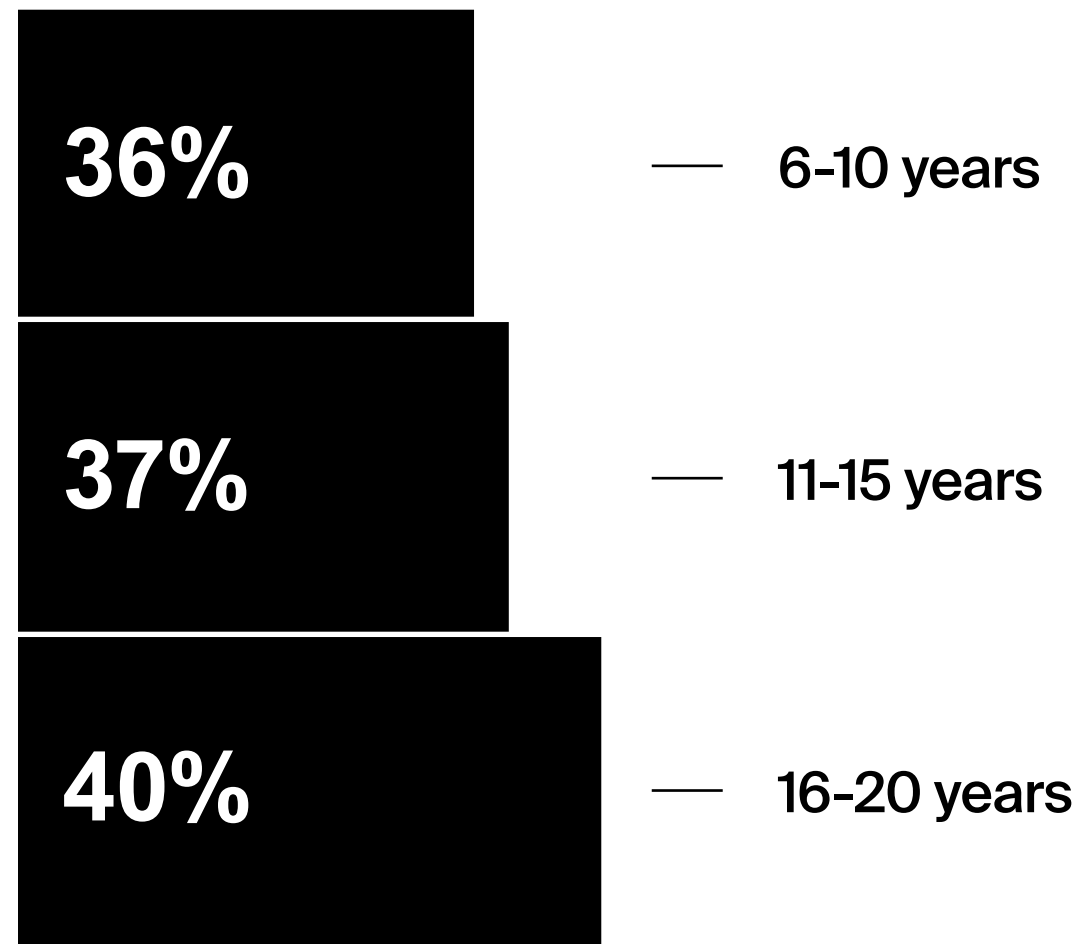


Look for ways to improve the way they work



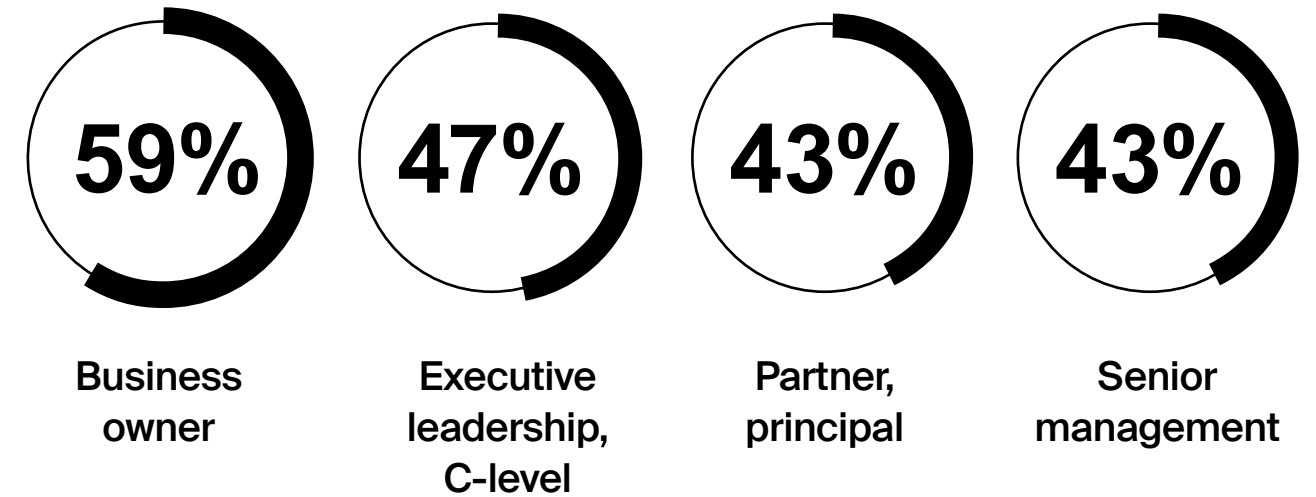
Who are brand champions?

Brand champions tend to have longer tenures at their companies

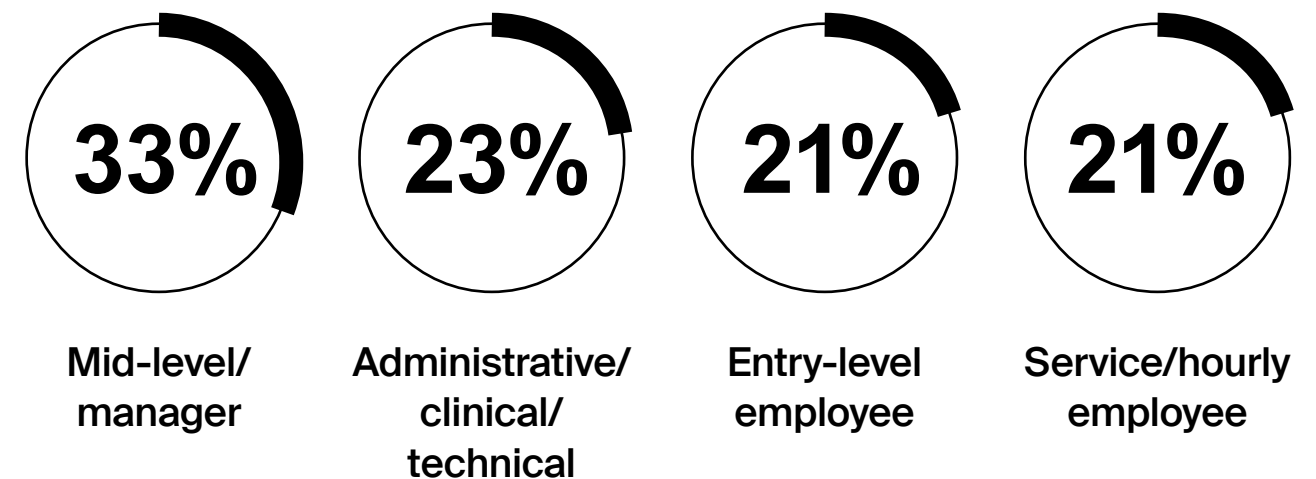


— Percent of brand champions among total employees within each group

The view from the top is rosy
Senior executives are more likely to be brand champions

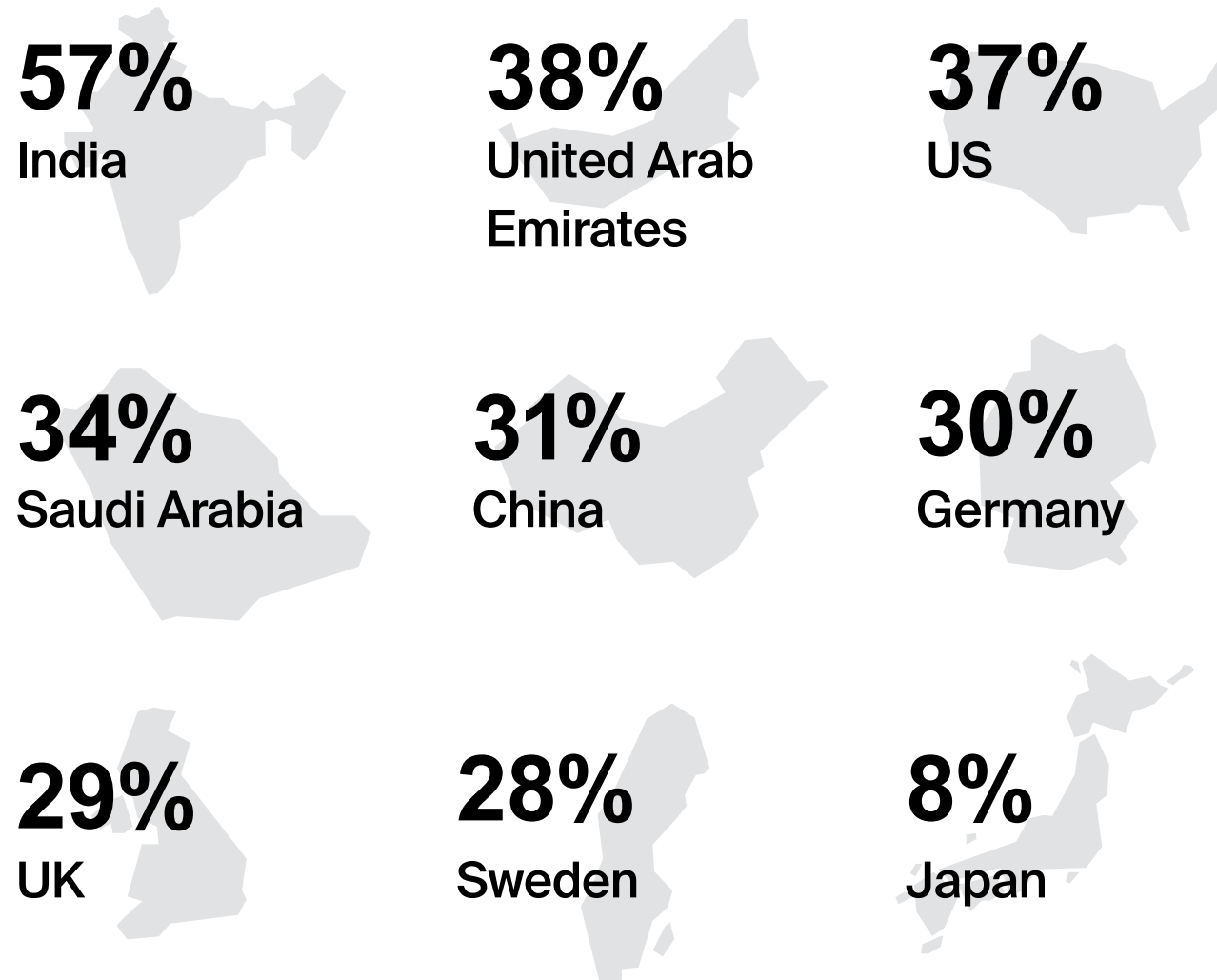


It's harder at the bottom
Junior and mid-level employees are less likely to be brand champions



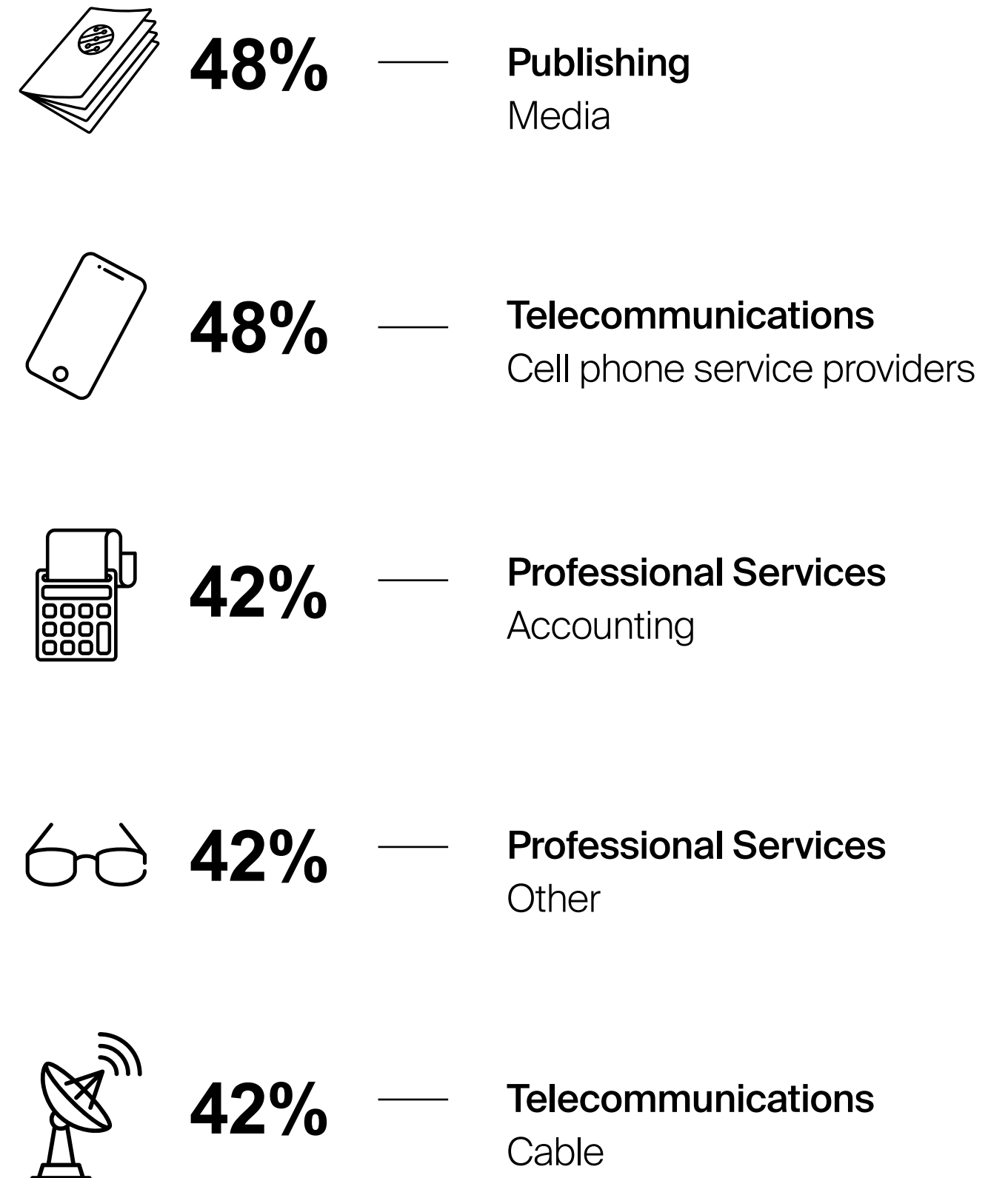
Where do you find brand champions?

Cultural norms impact brand champions



■ Percent of brand champions among total employees within each group

Sectors centered on service, communication and connectivity have more brand champions



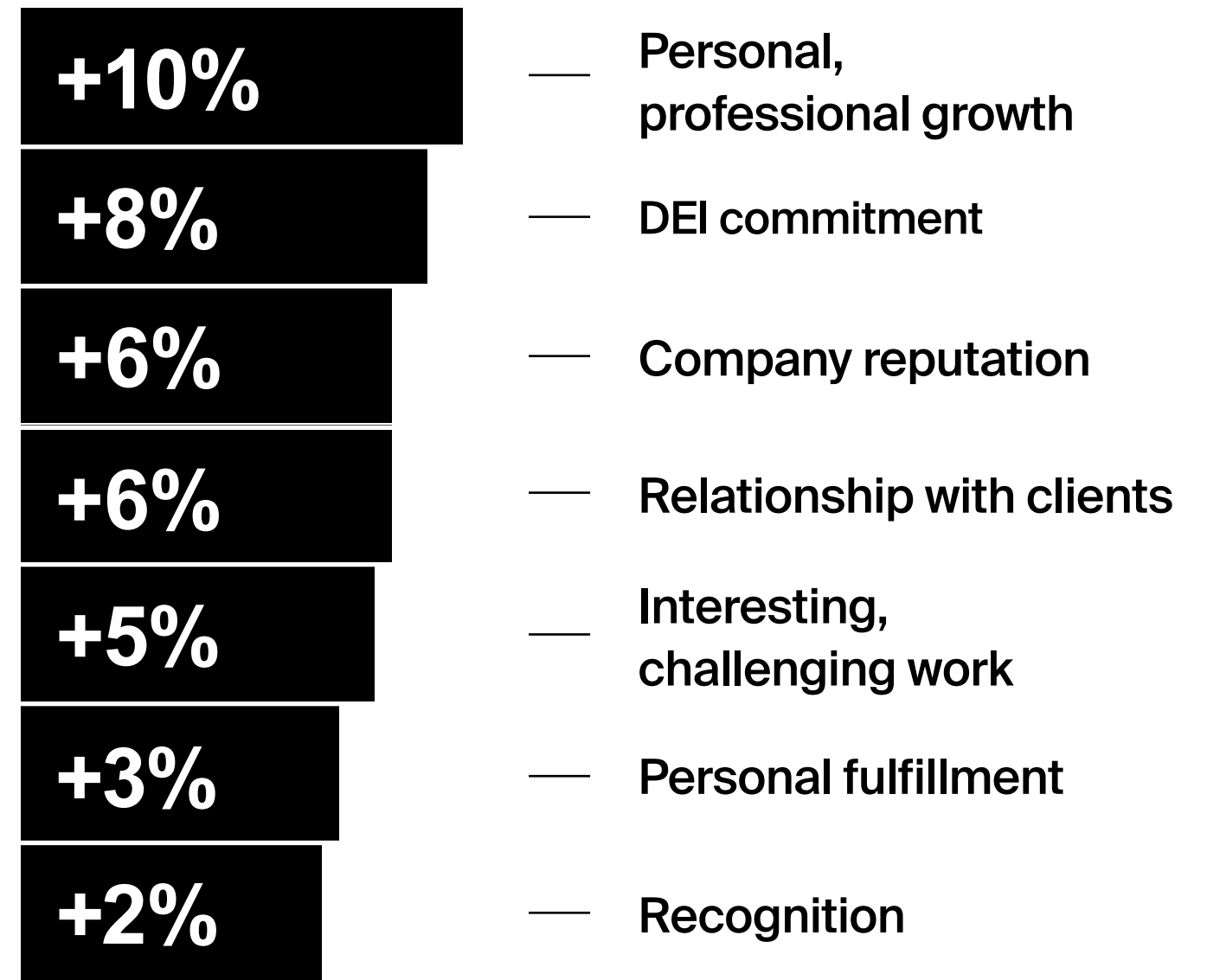
What motivates brand champions?

Brand champions are 8% more likely to value their company's commitment and action around Diversity, Equity and Inclusion (DEI)

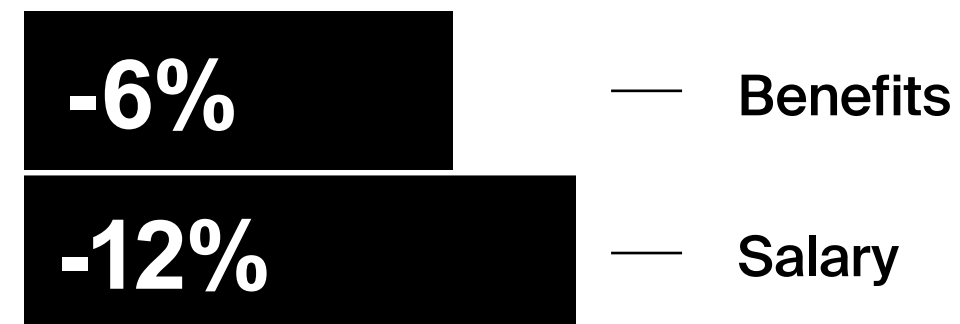
While all employees care about such factors as salary, job security and work conditions, companies that invest authentically and actionably in diversity-celebrating initiatives will retain—and attract—more brand champions.

Creating brand champions—motivating 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.

Intangible Factors



Tangible Factors

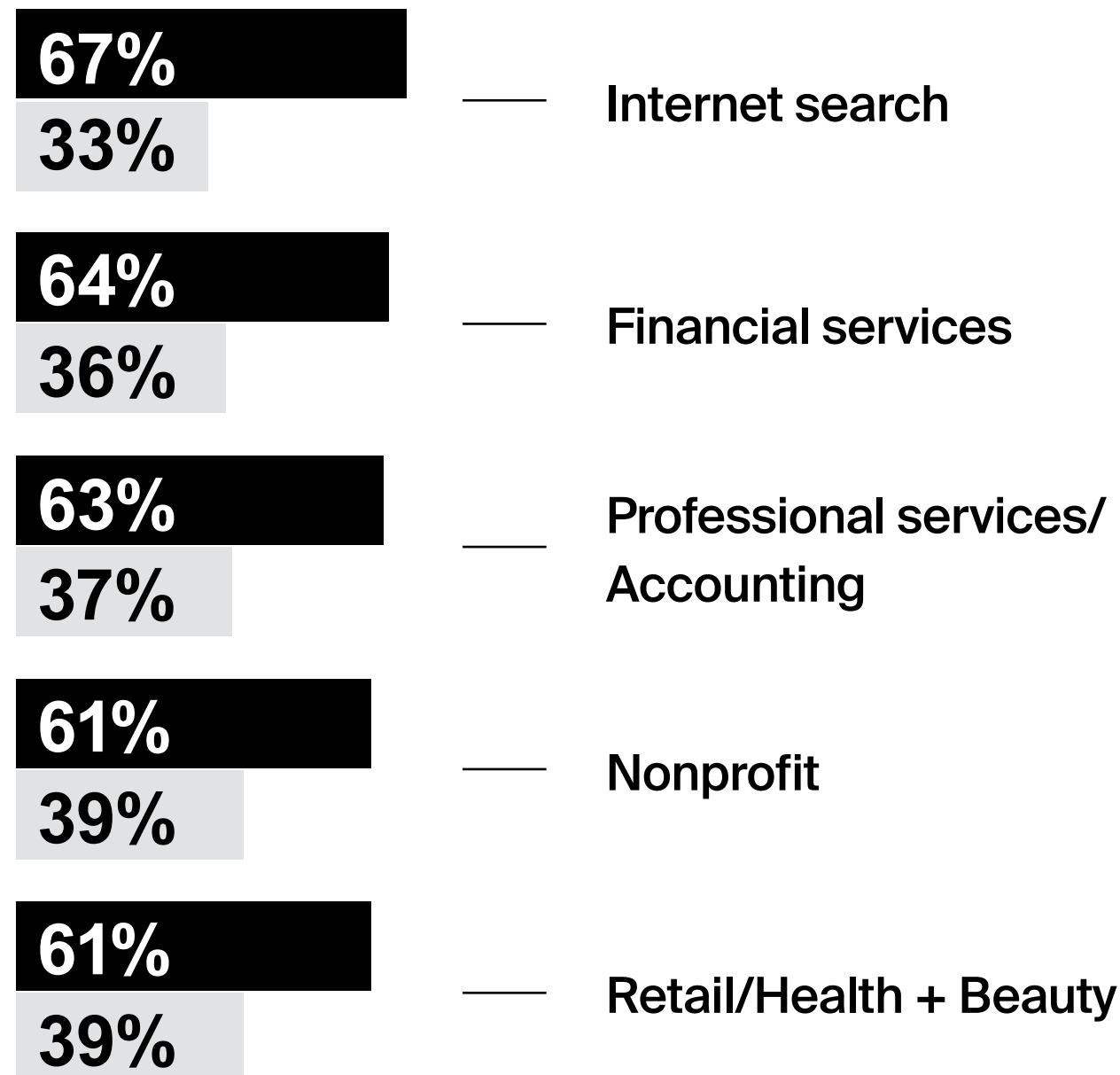


— Difference in stated importance between Brand Champions and Disengaged

What are the benefits of Diversity, Equity and Inclusion (DEI)?

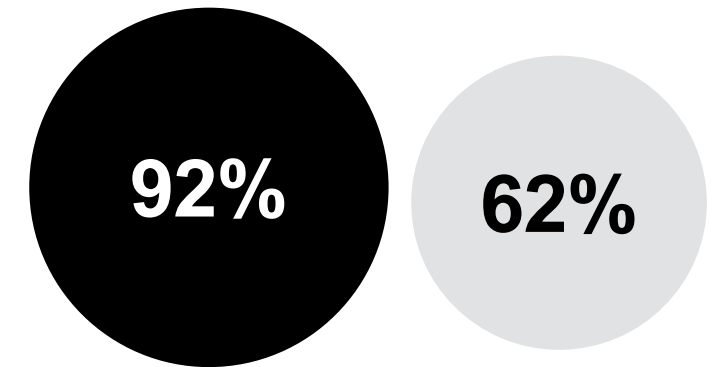
— Employers invested in DEI — Employers not invested in DEI

Top-performing industries



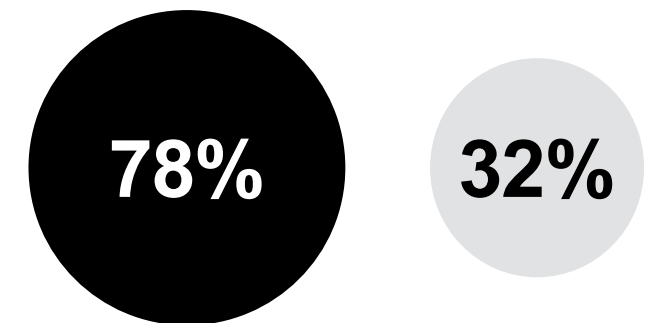
DEI drives brand champions

Employees who view their workplace as invested in DEI are much more committed to what their company stands for



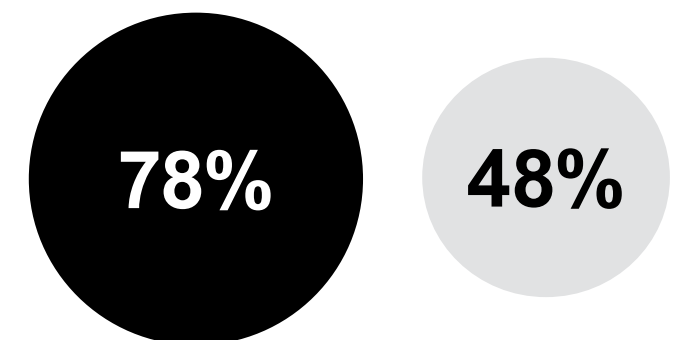
DEI drives simplicity

Employees who view their workplace as invested in DEI are much more likely to view their workplace as simple



DEI drives brand purpose

Employees who view their workplace as invested in DEI find it much simpler to be part of their company's purpose

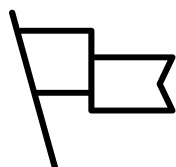


Unlock the value of your people



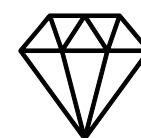
Get the facts

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.



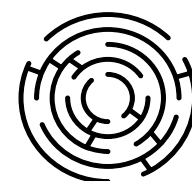
Lead with purpose

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 employee value proposition

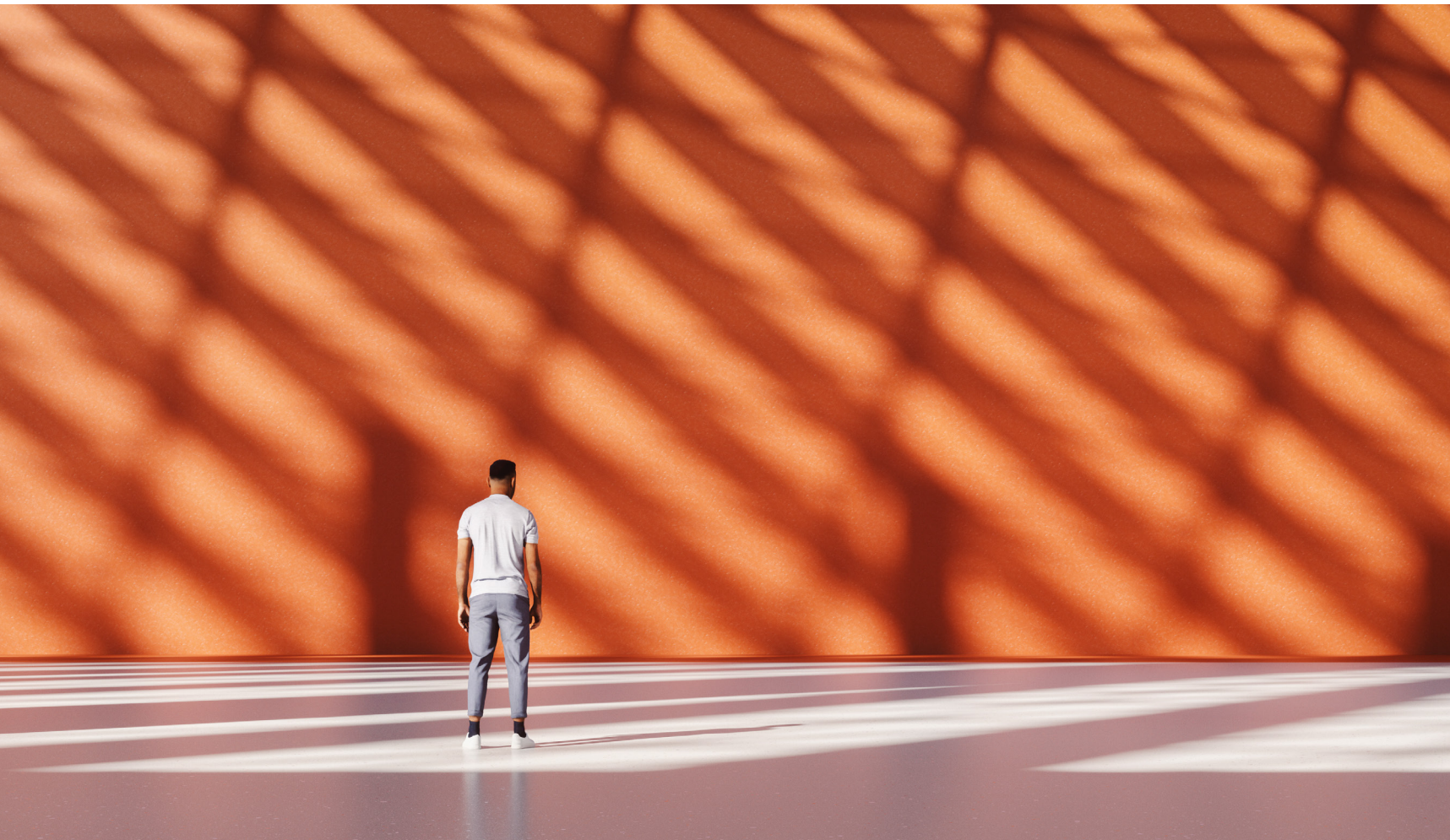
To support brand purpose, define an internally focused employee value proposition (EVP) to give candidates a reason to join and employees a reason to stay. Activate the EVP through reinforcing behaviors, culture-building initiatives, recruitment campaigns, onboarding toolkits, leadership alignment and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



Simplify your 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 with 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 employee experience simple and engaging?

Are you effectively tracking key metrics of employee engagement?

Do you have data showing which aspects of the employee experience matter most?

Have M&As or spin-offs added complexity to your employees' lives?

About

Siegel+Gale is a global brand experience firm.

Since 1969, our branding experts have blended emotion, art and rigor to design brand experiences that surprise, delight and drive measurable results.

For over 50 years, we have championed simplicity for leading corporations, nonprofits and government organizations worldwide.

No matter the brand challenge, we activate our brand purpose: to make it simpler for our clients and colleagues to succeed. We're a community of brand builders who are committed to our core values: smart, nice, unstoppable and inclusive.

We are a part of Omnicom Group Inc., and have offices in New York, Los Angeles, San Francisco, London, Dubai, Shanghai and Tokyo.

What we do

**Brand Strategy
+ Architecture**

**Brand
Communication**

**Brand Activation
+ Experience**

**Business Analytics +
Insights**

Naming

**Global
Implementation**

Design

**Brand-led
Organizational Change**

**Brand
Management**

Where we shine

Rebranding

Unlocking a brand's potential for a M&A or spin-off

Refreshing a brand strategy

Creating visual + verbal identities

Defining a brand purpose

Optimizing product portfolios

Measuring brand + quantifying ROI

Naming companies, products or services

Delivering category-defining brand experiences

Launching new products + services

Defining employee value propositions + experiences

Implementing and governing brand globally

Let's Talk

Margaret Molloy
Global CMO + Head of
Business Development
mmolloy@siegelgale.com
917-601-5526

Siegel+Gale
siegelgale.com

© Siegel+Gale 2023

New York | Los Angeles | San Francisco | London | Shanghai | Dubai | Tokyo