

# Employees Rising:

## Seizing the Opportunity in Employee Activism

Today's corporate leaders are rightfully laser-focused on employee satisfaction and engagement. Employee engagement is central to company success and is the underlying foundation for high-performing companies.

Yet to prepare for the future workforce, employers will need to build upon engagement and acknowledge and embrace employee activism. Employee activists make their engagement visible, defend their employers from criticism and act as active advocates, online and off. Many employee activists already exist today. Employers can't afford to miss the open window of opportunity to lean in and capitalize on this movement.

In Employees Rising: Seizing the Opportunity in Employee **Activism**, Weber Shandwick explores the employee activist movement to help organizations understand what it takes to catch the rising tide of employee activism. Weber Shandwick, in partnership with KRC Research, conducted a global online survey of 2,300 employees covering 15 markets worldwide.

Please visit [insert link to study] to view the full report.

# UNREST IN THE WORKFORCE



of employees have recently experienced an employer change event (e.g., leadership

change, crisis, etc.)



of employees are on the defense — they've defended their employer

from criticism



employees can describe to others what their employer does



of employees are deeply engaged with their employer

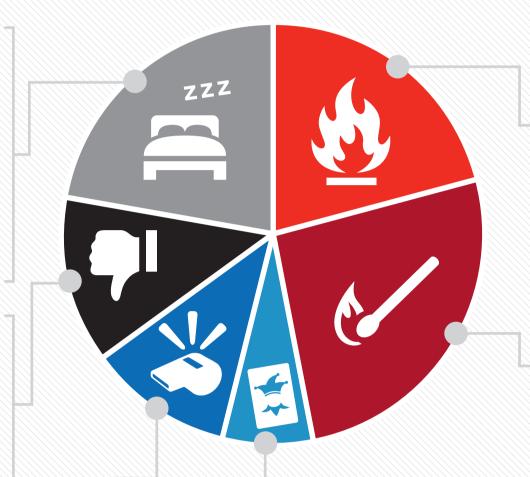
### THE WORKFORCE ACTIVISM SPECTRUM®

Using segmentation modeling, all respondents were sorted by their reported actions toward their employers both supporting and detracting. The model identified six distinct segments of employees.

#### InActives (22%)

Report little or no employer support or detraction behaviors. Almost as unengaged as Detractors. Are the least likely to put a great deal of effort into their jobs and few can explain to others what their employer does. Little motivates them to do a good job, even pay increases.

Detractors (13%) All take negative actions against their employer. Are the least engaged and are the most distrustful of leadership. Not social so damage is contained offline.



#### ProActivists (21%)

The embodiment of employee activism. Conduct the most positive actions with nearly no negative actions. Have the highest level of employer engagement. Highly social.

#### PreActivists (26%) All take positive actions but not

nearly as many positive actions as ProActivists. Engage in more negative actions than ProActivists. Actions are not as social as those of ProActivists. Have an average level of engagement.

#### Mostly take positive actions but also have a high propensity for

ReActivists (11%)

detraction. Have an average level of engagement. Are critical of workplace conditions. Highly social.

HyperActives (7%)

The wildcard of employee activism. Have the most potential to both help and damage employer's reputation. Half of them have posted something online about their employer that they regret. Are the most engaged next to ProActivists. Two-thirds have a job that entails social media so are highly social.

#### THE EMPLOYEE ACTIVIST IS NOW AMONGST US



1 in 5 employees is a ProActivist.

In a workforce of 5,000 that's 1,000 employees enthusiastically showing they are behind their employer



# WHAT DRIVES EMPLOYEE ACTIVISM?

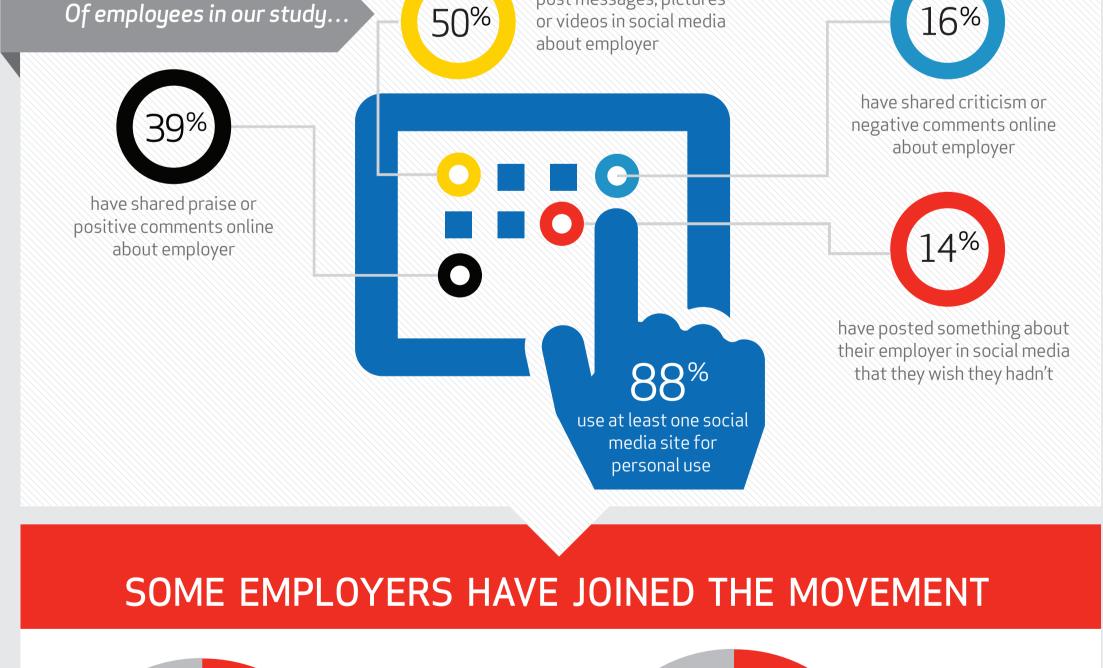
influencing employee activism, but not to the exclusion of internal communications. HR policies, employee development and corporate social responsibility.

Leadership is most

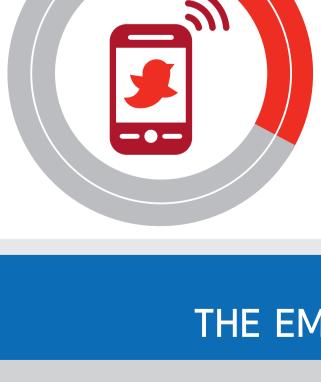
important for



## post messages, pictures



#### 33% +50% of employers increase in



social media to share news and information about their work or

encourage their

employees to use

employer



company's products or services when employer encourages

employees

recommending

social sharing

#### **ProActivists HyperActives** Leverage and empower Handle with care:



**PreActivists** Ignite their activism:

their activism



ReActivists Attend to internal

Upgrade to ProActivists



**Detractors** Brace for and defuse



Micho Spring Chair, Global Corporate Practice Weber Shandwick

Leslie Gaines-Ross Chief Reputation Strategist Weber Shandwick lgaines-ross@webershandwick.com

mspring@webershandwick.com



Renee Austin

Weber Shandwick

Kate Bullinger

Weber Shandwick

Co-Lead, Global Employee

Co-Lead, Global Employee

Engagement & Change Management

Engagement & Change Management

kbullinger@webershandwick.com

raustin@webershandwick.com

For more information about **Employees Rising: Seizing the Opportunity in Employee Activism,** please contact:

matters













p in You Tube