

TRUE BLUE: WHY THE AUSTRALIAN WORKFORCE IS STRUGGLING AND HOW TO FIX IT.

All good leaders know that people issues prevent business growth. To help businesses better understand their workforce and what lies at the heart of their people issues, BrandHook embarked on an investigation of what motivates Australian employees and how happy they are in the workplace.

AUSTRALIANS ARE BLUE AT WORK



Only 54% of Australian workers agree they are happy at work.

A look at the underlying drivers only adds to this bleak picture:

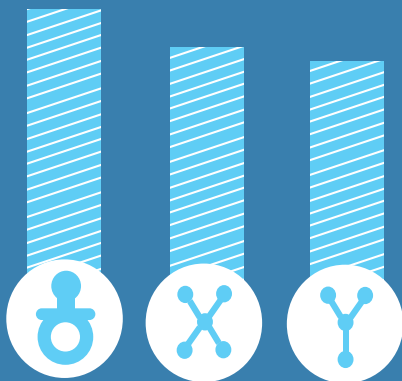


25% of Australian workers feel 'blue' or depressed during most of the day at least once a week.



49% of Australian workers feel 'blue' or depressed during most of the day at least once or twice a month.

The BrandHook Workers Happiness Index™ shows that Baby Boomers are the happiest in the workplace.



The Gen Y group are the least happy at work and object to the structures put in place by the Baby Boomers. Don Tapscott in his book 'Grown up Digital' says that 'we are seeing the early signs of a major collision between the freewheeling Net generation and the traditional Boomer employers. It is a clash of two ideas on how work should work.'

There are 3 big issues driving this workplace unhappiness:

- 1) Flexibility is not only affecting our happiness levels but also affecting our health.
- 2) Employees who believe in creativity are jumping ship.
- 3) The significant misrepresentation of Gen Y and their ambitions.

Employees who believe in creativity are jumping ship.

Creativity is the strategic tool of the 21st Century yet employees who believe in creativity are jumping ship as they don't feel their employers are helping them to realise their potential. In fact, this study found that those who value creativity are ranked one of the lowest on the Workers Happiness Index™, one of the least likely to stay in their organisation and the least likely to be an advocate for their workplace.



75% of Australians workers agree that they like to think laterally.



78% of Australians prefer a job that allows them to think creatively.



85% of Australians agree that they enjoy finding new ways to solve problems.

“ Every employee is a potential designer of a new idea and just needs the opportunity to be heard. Be known as an organisation that fosters creativity and innovation through diversity, openness and respect of courageous new ideas. It's worth the risk - get creative! **”**

Tania de Jong, AM, Founder & CEO of Creative Universe & Creative Innovation Global

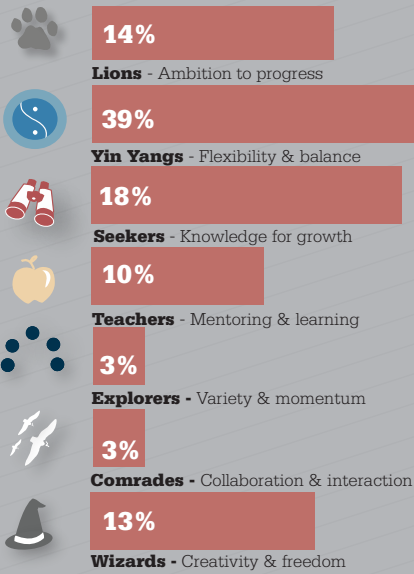
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How to fix it: 3 solutions for a **happier** and more productive workplace.

1. A values driven approach to maximising motivation:

Based on two years of research, we have unearthed seven core workplace drivers. When you look at the people in your team, are you giving them what they need to be motivated?

The seven workplace drivers.



“ So much research in the last few years has shown that employees tend to be creative, intuitive, resilient, engaged, and sincere when the practices of workplaces resonate with the **underlying values of individuals**. It's great to see a program that applies these principles so innovatively and effectively.

Simon Moss, Senior Lecturer in Organisational Psychology at Monash University ”

3. Tools and processes to encourage creativity in your organisation.

Getting your talent involved in creating ideas increases business performance from individual to organisational outcomes.

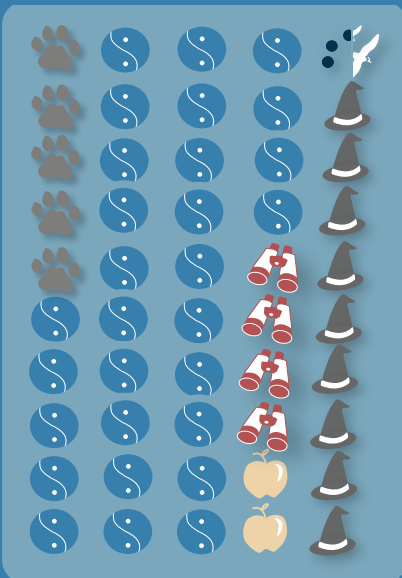
Our IdeaPedia™ portal is designed for organisations to solve workplace challenges together:

- ~ Develop challenges.
- ~ Engage the portal to capture everyone's ideas.
- ~ Collect the people's votes on which solutions they believe will work best.

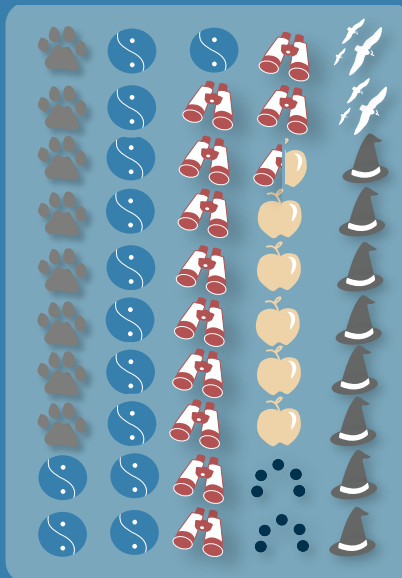
2. Establish the ideal workforce for growth.

The current Australian workforce picture shows a landscape where 15% of Australians are disengaged at work. So why does this matter? At BrandHook, we explored the role of happiness, engagement and advocacy and looked at eleven measures as the necessary inputs required for creating the Ideal Workplace Composition™ where the workplace is most happy, engaged and productive.

The flawed Australian workplace composition.



The Ideal Workplace Composition™.



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