

The Contribution Effect

Why contributions from both employer and employee are the secret to a committed, resilient and successful workforce



United Minds conducted a global survey of 2,700 employees to identify fresh insights on what drives employee experience (EX) in a post-2020 workplace. **These insights led us to a new, predictive model that helps organisations assess and deliver a superior EX.**

Getting a “fair deal” at work is critical.
3 themes emerge:



Unfair treatment not only hurts employees, but is a reputation risk: these dissatisfied employees are

1/3

less likely to advocate for their employer

Employees want to contribute!

“Feeling appreciated for my contributions” is the #2 most important driver of EX, yet

30%

are not motivated or energised to do their best work

FUN is the

#4

most important driver of EX but **happy hour** isn't enough – it must be meaningful

Employer brand credibility is more important than ever –

“ My organisation portrays itself publicly in a way that matches what it's like to work there ”

Achieving work/life balance is nearly

6X

more important than working remotely

A New Model for Employee Experience from United Minds



The employee experience is no longer a one-way street. Employees view their own ability to contribute to success as essential to a positive work environment. The research shows that **a holistic model for EX is the only direction for the future of the workplace.**