EMPLOYEES RISING: Seizing the Opportunity in Employee Activism

Today’s corporate leaders are rightfully laser-focused on employee engagement and talent. After all, 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 activism is now amongst us. The model identified six distinct segments of employees.

Unrest in the Workforce

- 84% of employees have shared praise or criticism about their employer
- 70% of employees have shared employer information about workplace conditions
- 56% of employees have recently experienced an employer change event (e.g., leadership, crisis, etc.)
- 42% of employees have shared criticism or praise of employer on social media
- 30% of employees have taken actions to protect their employer online

The Workforce Activism Spectrum

- 21% of employees are PreActivists
- 11% of employees are InActives
- 7% of employees are ReActivists
- 13% of employees are Detractors
- 26% of employees are HyperActives
- 56% of employees are ProActivists

The Employee Activist is Now Amongst Us

- 79 employees in our study
- 1 in 5 employees in the workplace
- 1,000 employees are deeply engaged and taking action

What Drives Employee Activism?

- Social media ignites employee activism

Social Media Ignites Employee Activism

- 58% of employees are likely to recommend a company to a friend
- 55% of employees are actively engaged in their workplace
- 53% of employees are actively listening to employee feedback

Some Employees Have Joined the Movement

- 33% of employees are ProActivists
- 42% of employees have taken actions to protect their employer
- 22% of employees are HyperActives

The Employee Activism Tip Sheet

- ProActivists
  - Engage in more positive actions than Detractors
  - Have the highest level of engagement

- HyperActives
  - Conduct the most positive actions with nearly no negative actions

- Detractors
  - All take negative actions against their employer

- InActives
  - Least likely to put a great deal of effort into defending their employer from criticism and acting as active employee activists

- ReActivists
  - Have an average level of engagement.

- PreActivists
  - Take positive actions but also have a high propensity for detraction.

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