

# Nordics Employee Experience Trends 2022

The 4 things your people need you to know

qualtrics<sup>xm</sup>



## Employee Experience in 2022:

The Nordics snapshot

We spoke with nearly 300 full-time employees to understand how the employee experience changed in 2021. As well as showing what the experience looks like, our report highlights key areas employers can focus on in 2022 to have the biggest impact on their people.

### Engagement

**45%** ↓

65% – 2022, global

### Intent to stay

**57%** ↓

65% – 2022, global

### Growth and development

**47%** ↓

64% – 2022, global

### Manager effectiveness/ trust in leadership

**51%** ↓

63% – 2022, global

### Employee well-being

**60%** ↓

66% – 2022, global

### Corporate social responsibility

**48%** ↓

70% – 2022, global

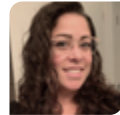
The challenges HR, technology, and People Team leaders will face in 2022 are not unlike those of the past. But the landscape has changed.

So have the solutions.

Here's what you need to know for 2022 to get ahead of the curve.

# Meet The Experts

## LEAD AUTHORS



**Tara Belliard, MA**  
XM Scientist,  
AMR



**Sara Marrs, MSc**  
Head of EX Product Science,  
EMEA



**Emmy Em, SHRM-SCP**  
Technology Consultant,  
AMR



**Benjamin Granger, PhD, XMP**  
Head of EX Advisory Services,  
AMR

## CONTRIBUTING AUTHORS



**Antonio Pangallo, PhD**  
Senior EX Product Scientist, APJ



**Farren Roper**  
Global Head of Diversity,  
Equity & Inclusion, AMR



**Laura Harding, MSc**  
EX Product Scientist, EMEA



**Marcus Wolf, MA**  
XM Scientist, AMR



**Matt Evans, MBA**  
Senior EX Product Scientist, AMR



**Sido Wright, PMP**  
Technology Consultant, AMR



**Yesenia Cancel, MS**  
XM Scientist, AMR

## Contents

# The 2022 Trends

1

There's a clear gender split in the "Great Resignation"

2

People will demand better physical and digital workspaces

3

Lack of progress in diversity, equity, inclusion and belonging won't be accepted

4

Employees' lack of well-being is a countdown to disaster

TREND 1

**There's a clear gender  
split in the “Great  
Resignation”**

## Trend 1

### There's a clear gender split in the "Great Resignation"

When the pandemic hit, employees entered a world of uncertainty. Normal ways of working went out the window, and our personal and professional lives became entwined.

But as the pandemic persisted, it seems female employees have carried an uneven load and experienced different levels of support and recognition. The result is that women are more likely to be heading for the exit door in 2022.

*"Intent to stay among women is 10 percentage points lower than men."*

#### INTENT TO STAY DIFFERS BETWEEN MEN AND WOMEN



## Trend 1

### THE WAY FORWARD

The question organisations need to answer to retain women is: how do we create a more diverse, equitable and inclusive company culture that helps to reduce attrition?

#### 4 WAYS TO GET STARTED WITH DEI PROGRAM

**Acknowledge that there is no one single solution.** So often we search for the one big thing that will create significant change but real change requires many smaller adjustments, sustained over a long period of time.

**Focus on the root causes, not just the outcomes.** Too often we just focus on diversity representation as a target metric or goal, rather than cultural or systemic factors that create these outcomes.

**Focus on sustainable change. Achieving equality is a continuous struggle.** Good DEI programs prioritise iterative and stable progress over long periods of time. In fast moving corporate contexts, it's easy to prioritise short-term fixes that may potentially cause harm later. An example of this is the 'minority tax'

**Identify and act on high leverage points.** There are some parts of the system where small changes are likely to create a large impact. This enables us to prioritise DEI actions and resources, as well as measure our successes.

See how you integrate DEIB in your employee experience program [Read Now](#)

TREND 2

**People will demand  
better physical and  
digital workspaces**



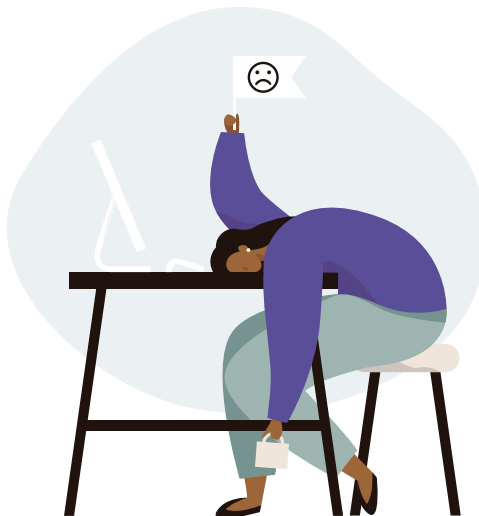
## Trend 2

### People will demand better physical and digital workspaces

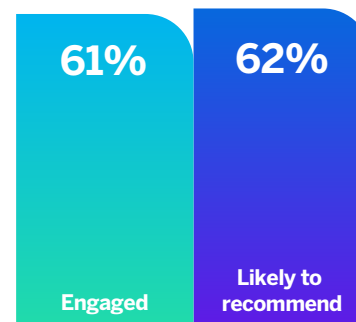
Hybrid work is here to stay. Organisations that want to get their hybrid work model right must create world-class digital experiences that enable both in-person and digital collaboration.

Unfortunately, our research shows there's a gap between what organisations think they're delivering and what employees actually want when it comes to hybrid work enablement.

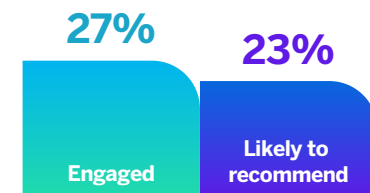
Only 20% of respondents said their experience with their company's technology exceeds or greatly exceeds their expectations. And only 14% of respondents feel their experience working at their office exceeds or greatly exceeds their expectations.



**Employees who feel their physical workspace allows them to be more productive:**



**Employees who feel their physical workspace DOES NOT allow them to be more productive:**



## Trend 2

**29%**

of employees say  
their current company  
technology is better than  
at other places they  
have worked.



## Trend 2

### THE WAY FORWARD

We have to throw out the old playbook and never look back. Employees are underwhelmed by their current technology and office experiences.

To improve the employee experience, IT and HR leaders must work together to take better, more clear action on the experience data they collect.

It's time to design a hybrid workplace experience that works for everyone – no matter where they're working.



How HR and IT teams can design a seamless and holistic employee experience [\*\*Download the Guide\*\*](#)

TREND 3

**Lack of DEI/B progress  
won't be accepted**

## Trend 3

### Lack of DEIB progress won't be accepted

With social injustice brought to the forefront in 2021, many organisations made public diversity, equity, inclusion, and belonging (DEIB) promises, but there is still more to be done.

Our research shows that only 45% of employees say their organisations have made sufficient progress towards greater DEIB.

Fewer (42%) say that senior leadership's actions show they are genuinely committed to building a diverse and inclusive company.

For those employees who say their company is focused on DEIB, there's a positive correlation with employees intending to stay 5+ years at their company.



## Trend 3

### THE WAY FORWARD

The good news is that employee perceptions of DEIB efforts and corporate social responsibility have improved year-over-year. In other words, employees recognise and appreciate the efforts organisations have made over the past year and a half. The challenge will be sustaining these efforts and ensuring that this focus isn't temporary.

Make sure DEIB is part of your employee listening program. Listen to what your people are telling you and then act on it. It's critical to set bold, but achievable targets. And make sure your stakeholders are held accountable for achieving them.



Drive measurable change with our DEIB solution

**[Get Started](#)**

TREND 4

**Employees' lack of well-being  
is a countdown to disaster**

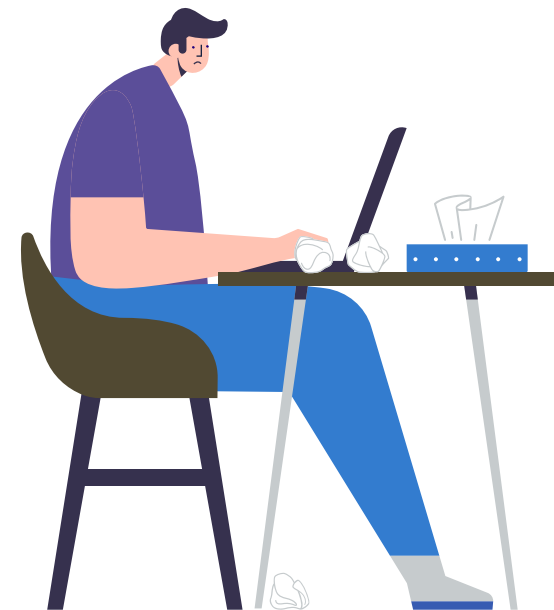
## Trend 4

### Employees' lack of well-being is a countdown to disaster

For almost two years, many have been working longer hours without a clear start or end to the workday. The pandemic – and the pivot to remote and hybrid work – exacerbated employees' built-in boundaries with work.

As a result, people's well-being and resilience have suffered.

*“Almost a quarter of all employees say they won't always take a sick day if they're not feeling well enough to work”*

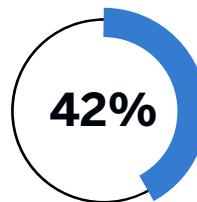




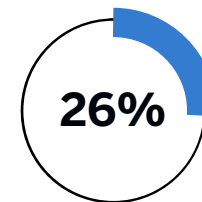
## Trend 4

But that's not the only reason why. People are also burnt out from a workplace culture that doesn't support, sustain, or restore employee well-being. As we've moved to hybrid working, presenteeism has remained just as much of an issue as pre-2020.

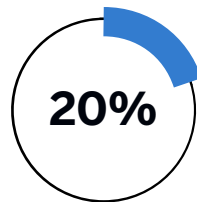
Our research shows:



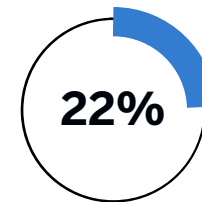
Won't always  
take sick day



Often worry  
about work  
problems in  
their personal  
time



Do not feel  
energised at  
work



Don't recover  
from stressful  
experiences  
quickly

## Trend 4

### THE WAY FORWARD

We know well-being and resilience have a huge impact on mental health, engagement, and productivity.

Unfortunately, many organisations are choosing to address burnout (and attrition) with superfluous benefits (i.e. a mental health app or a week off) rather than doing the hard work at the root of the problem – a toxic culture that rewards workplace martyrdom over self-care (and self-awareness).



## Trend 4

### The HR leader's well-being and resilience toolkit:

Tips and advice for fostering a culture of wellness

- + A comprehensive guide on employee burnout – and what to do about it
- + Expert advice for supporting employee mental health
- + Understand the delicate balance between work, life, and workplace tech
- + 3 steps to take to boost employee well-being
- + How to get started with employee wellness programs



# Methodology

# Appendix

## METHODOLOGY

The study was carried out in August and September 2021 and included 273 respondents 18 years of age or older who were currently employed full-time and resided in either Sweden, Norway or Finland.

## INDUSTRIES

- |                              |   |
|------------------------------|---|
| + Academia 23                | + Municipal Government 16                               |
| + Arts and entertainment 1   | + Non-profit & associations 3                           |
| + B2B manufacturing 13       | + Other 71  |
| + Business services 14       | + Professional services 12<br>(e.g. legal, advertising) |
| + Consumer goods 9           | + Restaurant 3  |
| + Federal Government 9       | + Retail 6  |
| + Financial services 13      | + State Government 7                                    |
| + Healthcare providers 27    | + Travel & hospitality 10                               |
| + High tech 14               | + Unknown 10  |
| + Market research 4          | + Utilities or Energy 3                                 |
| + Media and communications 5 | + Wholesale 23  |

The study examined influencing factors including age, tenure, and job roles among others.

### **AGE**

- |              |                  |
|--------------|------------------|
| + Under 20 4 | + 40-49 81       |
| + 20-25 18   | + 50-59 45       |
| + 26-29 20   | + 60 and over 13 |
| + 30-39 92   |                  |

### **GENDER**

- |             |                              |
|-------------|------------------------------|
| + Women 144 | + Non-binary / Transgender / |
| + Men 128   | Third gender 1               |

### **JOB LEVEL/ROLE**

- |   |  |
|---|--|
| + Executive 31<br>(e.g. Vice President and above) | + Leaders of leaders 18                          |
| + Individual Contributors 180                     | + Manager/leader of<br>individual contributor 44 |

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