

How your organization can thrive in the face of changing worker-employer relationships

The professional world is in a place of reflection on the relationship between worker and employer. A February 2021 global Harvard Business Review study revealed that:



89% of workers said that their work life was getting worse



85% said that their well-being declined



56% said that their job demands had increased

Workers are re-examining the path forward and looking at the roles their employers should play in supporting their purpose and values. The Deloitte research team, working with ServiceNow, used scenario planning to depict and detail [four possible futures of the worker-employer relationship](#), identifying the best actions employers can take in the event of each societal shift. They focused on how businesses can thrive in each possible future.

WORK AS FASHION

In this constantly changing reality, the latest trends rule all while employers chase worker sentiments, competitor actions, and market-place dynamics.

WORK IS WORK

Workers care about work, but strive to perform well because it provides a means to pursue outside-of-work opportunities.

COMPETITION BETWEEN TALENT

Employers view workers as interchangeable and easily replaceable, while workers are most concerned about competing over jobs.

PURPOSE UNLEASHED

Both workers and employers see shared purpose as the foundation of their relationship. Purpose and profit are equal.

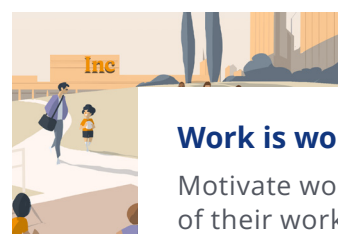


How your business can take action to thrive in each future



Work as fashion

Differentiate your relationship with workers by establishing sustainable, core ideals that serve the specific workers you're seeking to attract. Leverage tools that help you actively listen to employees using employee journey management. Enable mobile employees via smartphones through employee mobile applications. Personalize communications by meeting employees where they work through employee portals and collaboration tools.



Work is work

Motivate workers based on the merits of their work alone, finding ways to get employees invested and inspired so they don't short-change work for outside priorities. Create a sense of belonging by allowing employees to access like-minded communities via an employee center. Reduce administrative tedium by helping employees get the answers they need, when they need them.



Competition between talent

Create a "good jobs" environment, where job quality is high, workers have a voice, and employers offer training and skills development. Start by offering excellent onboarding and offboarding experiences to employees, and expand engagement of talent pools through alumni service centers.



Purpose unleashed

Go beyond soliciting input and offer employees a seat at the table to help with defining and executing the organization's purpose, granting workers' influence and decision rights.

Learn how to [transform the employee experience](#) or read the [special report](#).

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