



**THE GROWING
IMPORTANCE OF
FINDING OUR
PURPOSE THROUGH
THE WORKPLACE**



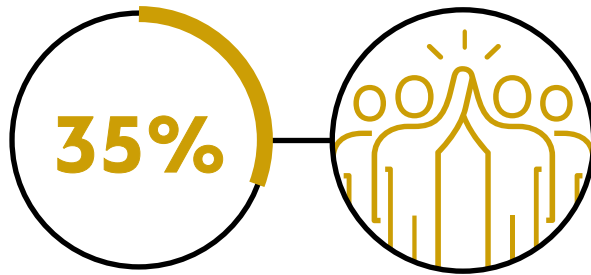


Over the past decade, the way we work has fundamentally changed, and with the global climate accelerating this shift, it's become increasingly important for us to find purpose in our work.

Thousands of businesses are now being required to upskill their workforce in remote working, forcing them to transform their digital capabilities and adapt fast to the transition to flexible working.

To stay afloat, many organisations have been forced to furlough employees, which ensures they still receive up to 80% of their wages whilst they're restricted from work.

It would be easy to assume that furloughed staff are relaxing with their feet up, but in reality, many are rallying to volunteer and add value in whatever way they can, in a bid for us as a population to make a positive difference.¹ This motivation to give back isn't anything new – millennials have already been driving this change for a while...



Millennials now make up **35% of the global workforce** and these diverse, multi-generational and agile employees view the workplace as an extension of who they are.²

This has led to a new desire for roles that satisfy people's need for meaning and purpose. In fact,

74%
of British Millennials

say it's important for the values of the business they work for to match their own.²

It's clear that the workforce is changing, and recent events have only sped up this shift in what employees want and expect from their employers. When we go back to work, organisations will need to prepare for a workforce that craves meaning in their roles. **So, how can you create a more value-led organisation that celebrates your people's need for purpose? In this guide, we'll explore a few key ideas...**

A Black man with a short beard and mustache, wearing a red and black plaid button-down shirt, is sitting in a black office chair. He is looking slightly to the right of the camera with a friendly smile. The background is a blurred office environment with light-colored walls and some office equipment.

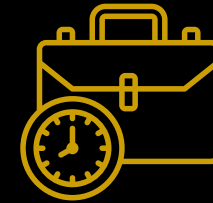
THE TECH-EMPOWERED EMPLOYEE

There's no doubt that technology is changing the way we work, but it's also **changing the way both employers and employees think about their roles...**



AMAZING AI

AI holds within it the potential to free employees from mundane and repetitive tasks, so they've got more **time to collaborate with colleagues** and **work on meaningful and creative projects**. In fact, when asked to assess the impact that artificial intelligence will have on how people work and live in the next 10 years, **70% of UK employees** said the consequences will be **"very" or "mostly" positive.**³



FLEXIBLE WORKING

It's clear that flexible working was already a popular trend before COVID-19, as the number of people working flexible hours had increased five-fold in the last two decades.⁴

But right now, flexibility is more than a trend – it's vital.

As many businesses successfully adapt to remote work, it's likely we'll see significant changes in the number of businesses allowing employees to work remotely in the future.

But flexible working needn't be this drastic. When we return to the office, employers can harness the power of integrated and automated workloads to empower their people with the freedom to choose their hours, break times and preferred workspaces.



MEANINGFUL METRICS

As the way we work is changing, workers are devising new definitions of societal advancement that look beyond GDP growth. Instead, people will use their own metrics of success, such as wellbeing, emotional fulfilment and social good.²

The seeds of this development are already visible: a recent study of Millennials by American Express found that in the US, **68% want to make a positive difference in the world**, and **81% believe that a successful business needs to have a genuine purpose.**⁵





THE EMPATHETIC EMPLOYER

Over the past few years, employers have recognised their workforce's need for both care and purpose, and in light of recent events, this is more important now than ever before.

It's likely that when we return to the office, businesses will have both the opportunity and the desire to re-think their approach to wellbeing and culture. **But what will this look like? Here's a few ideas...**



COMMITTED TO WELLBEING

When it comes to wellbeing, the majority of businesses are listening to their people. Given **87% of employees** now expect their employer to support them in balancing their work and personal commitments⁶, providing the right support is not a luxury – **it's a necessity.**

So, how are employers working to meet this need?

Beyond offering comprehensive employee assistance programmes and benefits packages, many are adapting the layout and design of their workspace to better accommodate their people. In fact, **70% of employers** have **improved their physical environments** to encourage healthy behaviours.⁷





CREATING COMMUNITY

Community is all about **supporting your neighbour**, which is why many organisations offer some form of fundraising opportunities in their wellness programmes. However, some businesses are taking this a step further, encouraging their people to take on **skills-based placements which benefit both the employees and those they're helping.**⁸

By giving employees the opportunity to **give something back**, employers have found a way to give their people purpose outside of their jobs – and it's certainly a worthwhile endeavour... **89% of volunteers** reported **increased job satisfaction** and **87% of volunteers** reported **greater pride in their company.**⁹

CIVIC PURPOSE

People need to feel that their personal values match those of their employer, or they're likely to seek a new position. And without a defined set of values, businesses are unlikely to attract the right talent in the first place.

So, how could you determine the principles you'd like to stand by?

According to Punit Renjen,
CEO of Deloitte Global...

*'Businesses need to identify ways in which they can **positively impact** the communities they work in, and focus on issues like diversity, inclusion and flexibility if they want to **earn the trust and loyalty** of Millennial and Generation Z workers.'*²





BUSINESS-WIDE BENEFITS

Whilst it's clear that focusing on your employees' needs will benefit them, what about your business?

It turns out that delivering a more meaningful employee experience could reap significant rewards.



COMMUNITY COULD CHANGE EVERYTHING

With the right culture, **you could achieve powerful results for your business** – especially if you cultivate an environment that encourages employees to be motivated, inspired and self-sufficient. In fact, if your organisation offers employees community, connection and purpose, your people are a **lot more likely to stay**.

This was proven by Columbia University, who discovered that the **likelihood of job turnover at an organisation** with **high company culture** is a mere **13.9%**, compared to **48.4% in low company cultures**.¹⁰



VALUE-LED CULTURE CREATES COMMITTED PEOPLE

Outdoor apparel company Patagonia are a great example of how a value-led cultures can positively impact the entire organisation.

Patagonia only employs people who are also core product users; that is, 'people who love to spend as much time as possible in the mountains or the wild', according to founder Yvon Chouinard. As he continues on Patagonia's website: *'We can hardly continue to make the best outdoor clothing if we become primarily an 'indoor' culture.'*

Some 90% of the company's employees say that it's a great place to work - so they're clearly doing something right.²



BETTER BREAKS MAKE BETTER WORKERS

87% of employees in the UK say small perks are crucial in retaining good staff¹¹ - it's clear these little extras could have a significant impact on the way employees feel and act at work. The reason soft perks matter is simple - because employees matter.

Companies are revitalising their workplaces with the concept of office perks, from flexible, collaborative working environments to good quality office treats.

But what about the results?

Well, 81% of employees say that high-quality coffee motivates them to give their best at work.¹¹

AT NESPRESSO® PROFESSIONAL, WE PRACTICE WHAT WE PREACH...

We partnered with the Rainforest Alliance to create the Nespresso® AAA Sustainable Quality™ Program.

The goal was to build long-term and direct relationships with coffee farmers from the world's best coffee growing regions.

We wanted to work in ways that are environmentally friendly but also improve their livelihoods, working conditions and farming systems long-term. And that's exactly what we did. **The results were pretty profound – we were able to deliver...**



22.6%

better social conditions¹²

52%

better ecological conditions¹²

41%

better economic conditions¹²

When it comes to people and the planet, we really care. That's why we created our selection of 14 exceptional coffee blends, innovatively designed machines and exclusive customised services to satisfy each one of your unique employees, cup after cup.

It's also why all our coffee is sustainably sourced, and it's why we offer recycling services for your **Nespresso®** professional capsules.

To get in touch with **Nespresso®** Professional, contact your sales representative, or call

0808 100 8844

to talk to one of our team, or

VISIT OUR WEBSITE

to find out more.

¹Yorkshirepost | ²Nespresso Professional & The Future Laboratory, Workplace Futures, 2019 | ³Forbes

⁴The HR Director | ⁵American Express- Millennials Plan to reduce the C-Suite | ⁶Glassdoor

⁷Willis Towers Watson | ⁸Glassdoor | ⁹Accenture | ¹⁰GROWTH Everywhere

¹¹Beyond a Beverage: The hidden Value of Coffee and Coffee Breaks in the Workplace | ¹²Nespresso

