

# THRIVING IN THE NEW NORMAL

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THE STATISTICS AND INSIGHTS YOU NEED TO KNOW AROUND  
HOW INDIVIDUALS AND BUSINESSES CAN THRIVE  
THROUGH THE CORONAVIRUS PANDEMIC

 +  + THRIVE  GLOBAL

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# THRIVING IN THE NEW NORMAL

## SHIFT THE NARRATIVE

As the coronavirus spreads around the world, work and life as we know it will continue to be seriously disrupted. Already, many of us are adjusting to a new normal that means working from home, with all the challenges that brings.

To that end, we at Thrive Global have launched a one-of-a-kind research program geared toward assessing and proactively addressing top coronavirus-related challenges — including how to help you thrive while working from home.





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## THRIVING IN THE NEW NORMAL

### BE PROACTIVE & ADAPTIVE

To successfully adapt and thrive in this new normal, we can't just react to problems as they occur — we need to predict and mitigate issues before they ever happen. We need to identify the successful steps taken by others before us to craft the best possible solutions. We need to monitor patterns to forecast trends, inform decisions, and effectively direct our efforts. And we need to do all of this accurately and at scale.

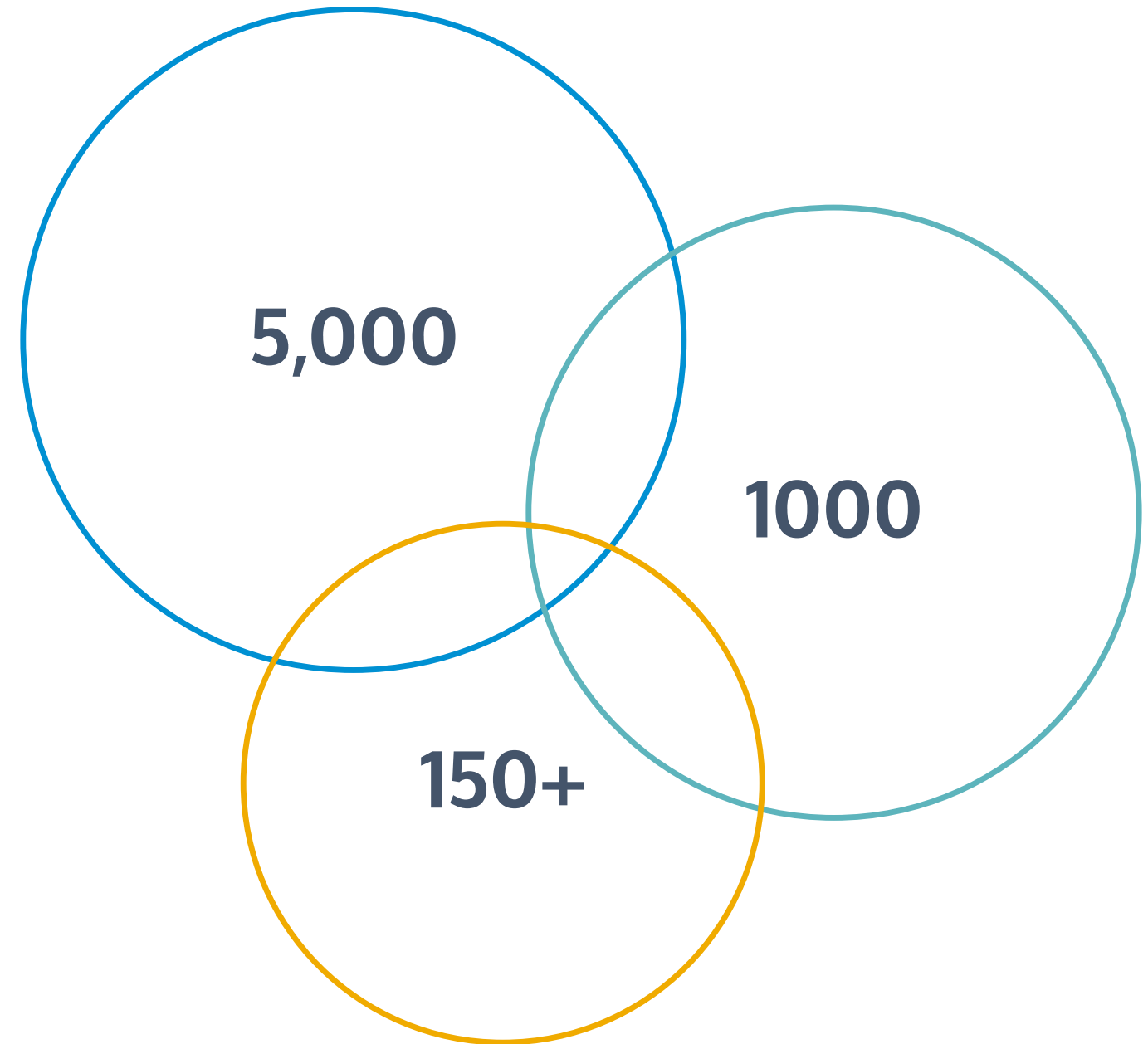
And that's exactly what we've joined forces with our partners at SAP and Qualtrics to do.



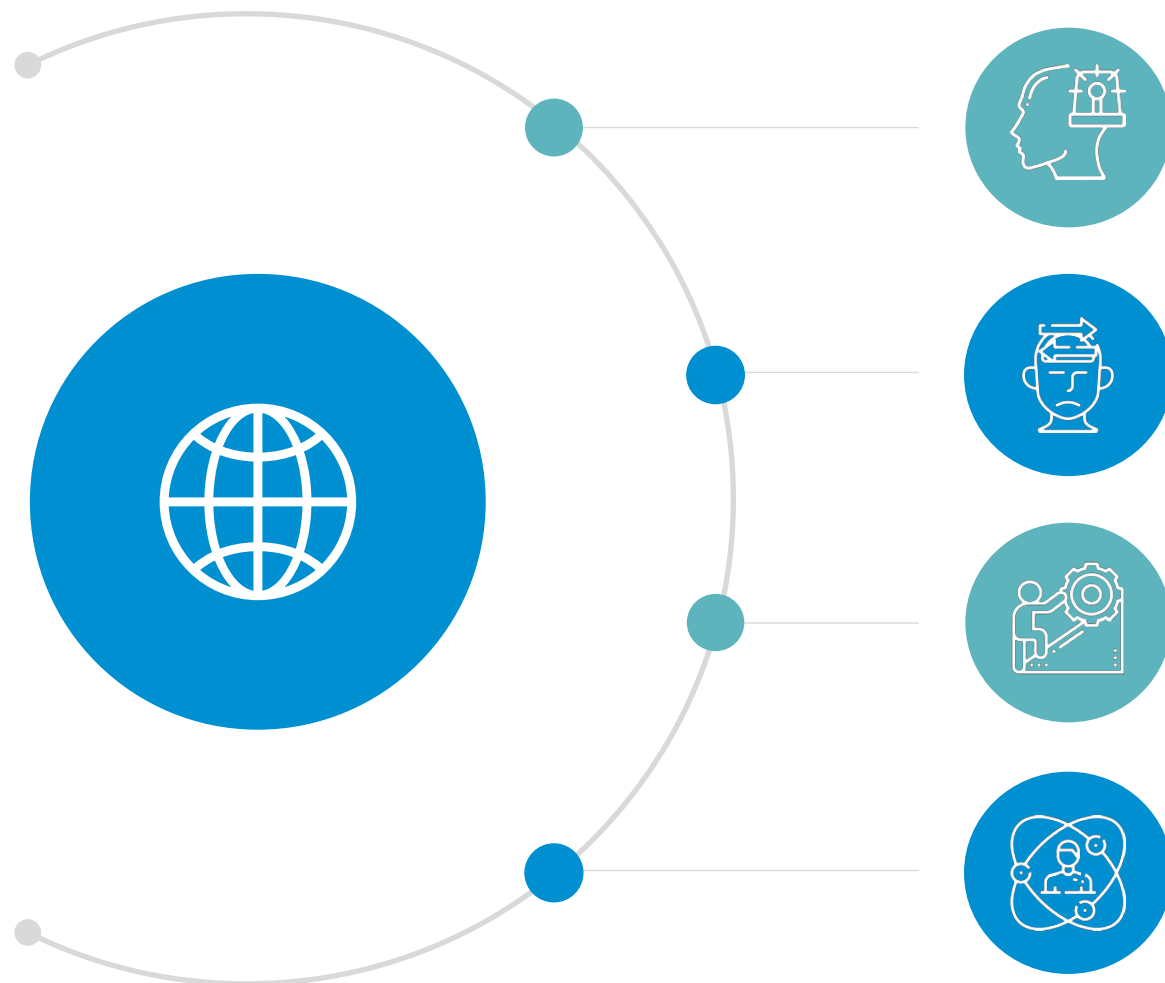
# THRIVING IN THE NEW NORMAL

## EXPAND THE CONVERSATION

- ✓ We surveyed a nationally representative sample of over 5,000 American employees...
- ✓ From more than 1,000 unique companies across all industries, sectors, and states...
- ✓ Asking 150+ questions around current pain points and the tools individuals need to feel empowered to take action...



## WHAT WE LEARNED



The anxiety is real.

And stress contagion, media coverage, and societal reactions are making individuals even more nervous.

People feel helpless.

They crave a sense of agency and control over their health and well-being but are uncertain about how to achieve it.

Current efforts are not enough.

Individuals and businesses don't know about many preventive health measures they could be taking today to protect themselves.

It's about more than just infection.

The coronavirus outbreak is negatively affecting families, finances, careers, and more; the time for proactive action is now.

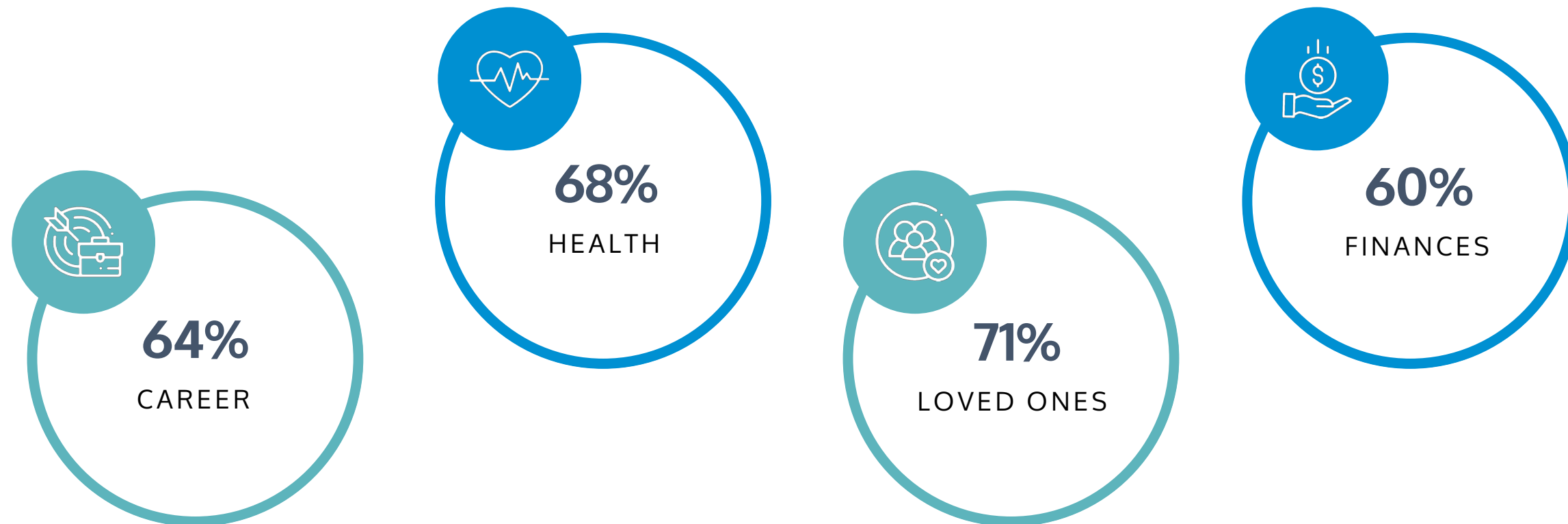
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## CURRENT SENTIMENT

On a scale of "Extra Stormy" to "All Sunshine," most employees are currently feeling a little rainy...



(Rated Feelings of Optimism/Positivity Out of 100%)

## DID YOU KNOW?

90%

Nearly 90% of individuals report feeling significantly more concerned about their personal health and well-being as a result of current public health circumstances/the coronavirus outbreak.

75%

But nearly 75% acknowledge that when it comes to the outbreak, they don't know much about preventive measures beyond the basics (i.e. washing hands regularly, not touching face).







## FAST FACTS

# DID YOU KNOW?

90%

Nearly 90% of employees feel that employers need to be doing more than just implementing travel bans and/or work-from-home policies to properly address coronavirus-related concerns/challenges.

85%

Specifically, employees want to know what more they can do, with 85% of individuals wishing they knew more small, actionable ways to thrive during these trying times.



## DID YOU KNOW?

95%

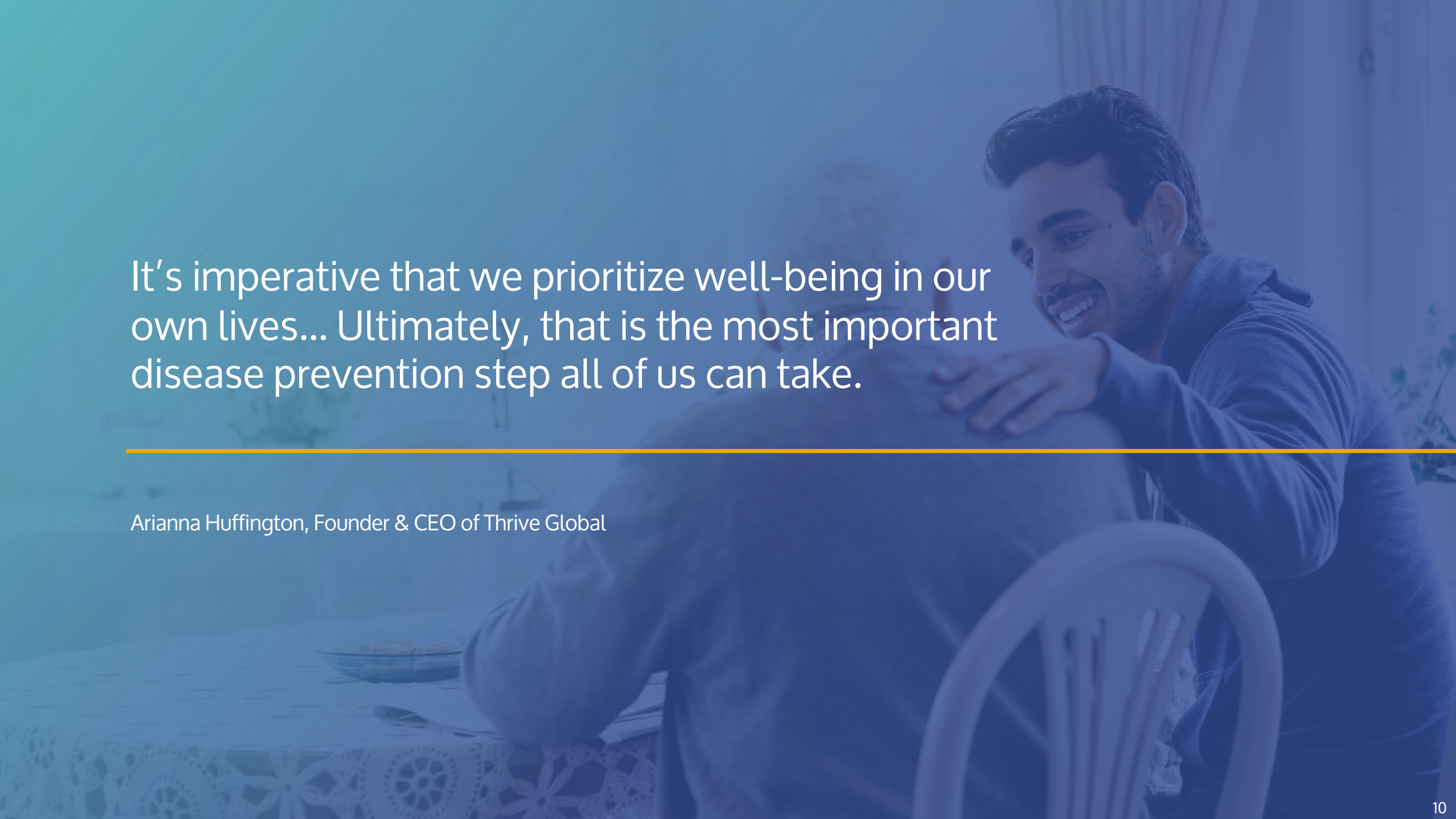
The desired status update communication frequency on COVID-19 for 95% of employees is a minimum of weekly, with 67% wanting updates at least once daily.

85%

More than 85% of employees are worried that current public health circumstances and the current coronavirus pandemic will impact their job and/or ability to work.





A background image showing a man in a blue shirt hugging a woman from behind. They are seated at a dining table with a white lace tablecloth. The man is smiling and looking towards the woman. The image has a blue overlay.

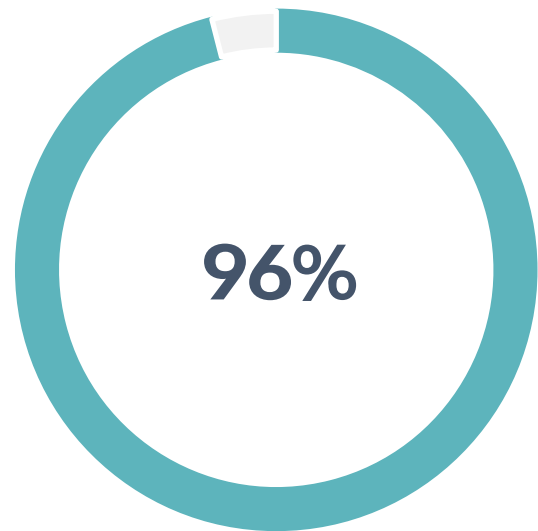
It's imperative that we prioritize well-being in our own lives... Ultimately, that is the most important disease prevention step all of us can take.

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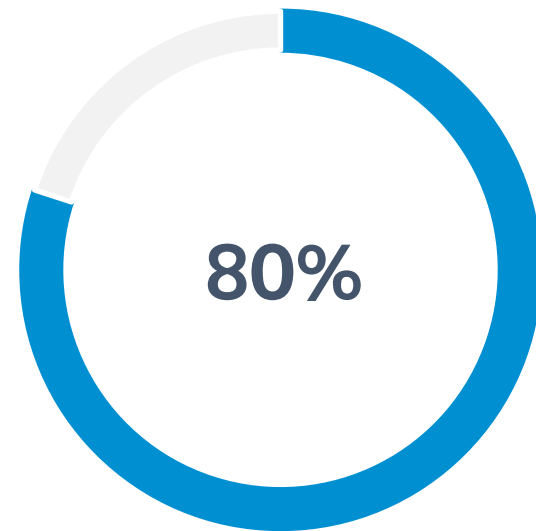
Arianna Huffington, Founder & CEO of Thrive Global

THE STATISTICS AROUND

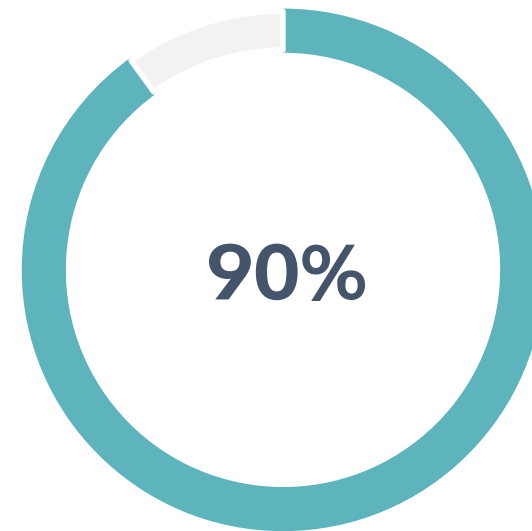
## ANXIETY & STRESS



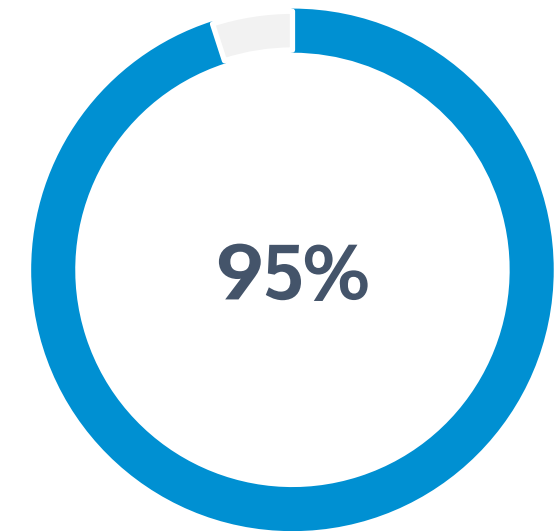
96% of individuals reported significant concerns about the coronavirus outbreak and its effects on society.



80% of individuals reported significantly more general stress and anxiety as a result of the outbreak.



90% of individuals feel significantly more concerned about their personal health as a result of the outbreak.



95% of individuals feel significantly more concerned about the health of loved ones as a result of the outbreak.



THE STATISTICS AROUND

## STRESS CONTAGION

### CONCERN

84%



Over 84% of individuals felt less concerned about the outbreak until they saw the reactions of others.

### ANXIETY

85%



Nearly 85% of individuals report significantly increased anxiety as a result of others' outbreak-related stress.

### FEAR

85%



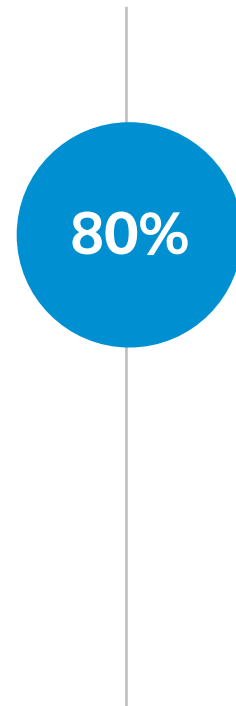
Over 85% of individuals feel significantly more afraid due to media coverage and public response around the outbreak.

THE STATISTICS AROUND

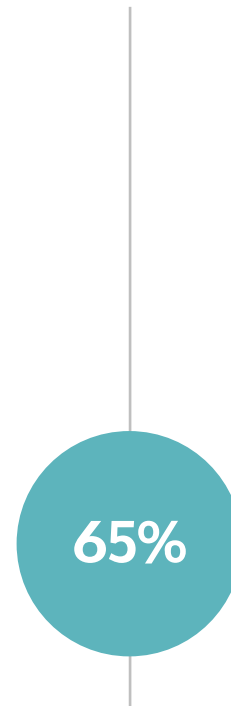
## AGENCY & CONTROL



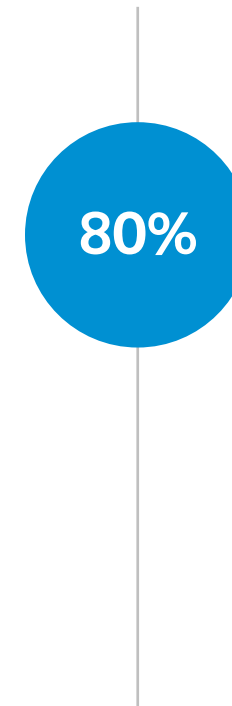
Nearly 70% of individuals report not knowing what they should do about the coronavirus outbreak.



Nearly 80% of individuals report feeling like there is nothing they can do at this point.



Over 65% of individuals report feeling helpless when it comes to the outbreak.

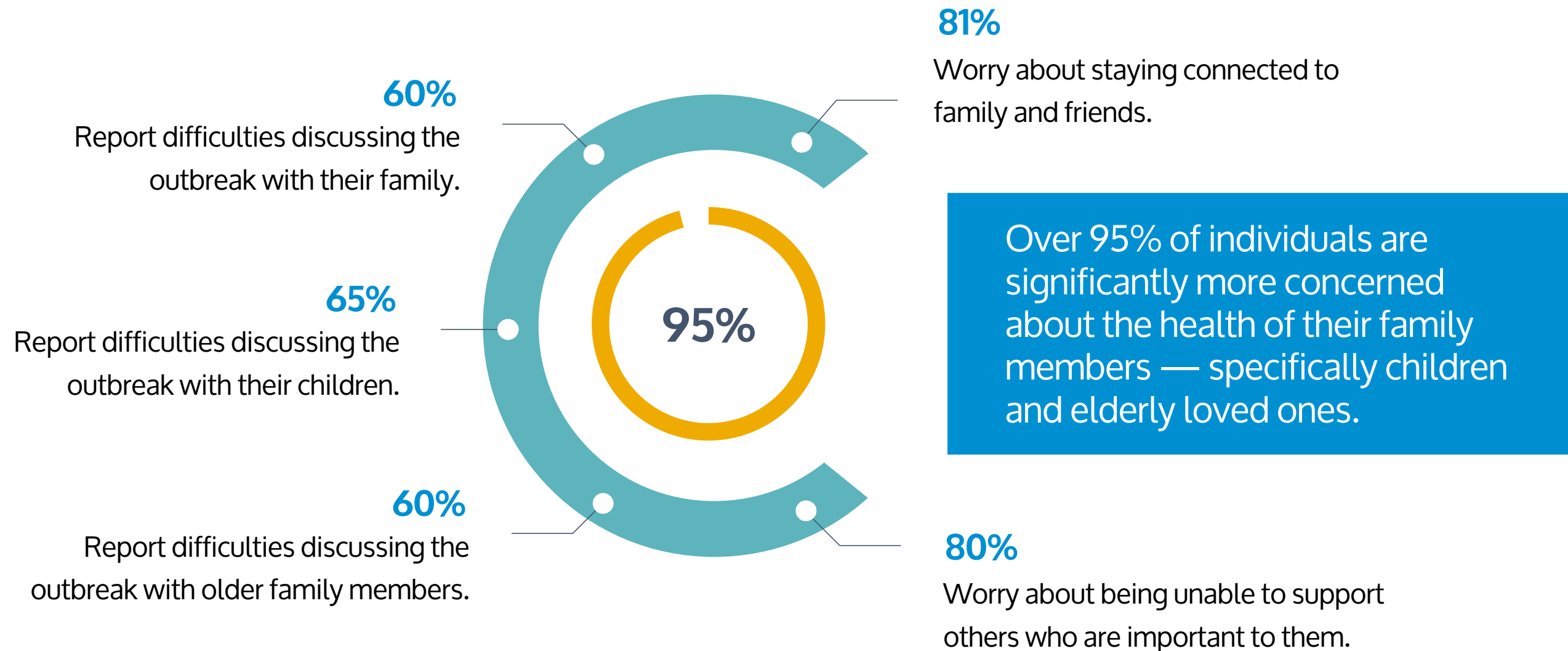


Nearly 80% of individuals report feeling like the outbreak is out of their control.



Over 75% of individuals report feeling significantly less agentic due to the coronavirus outbreak.

## SUPPORT, CONNECTION, & COMMUNICATION



## CURRENT EMPLOYER EFFORTS

**85%**

Nearly 85% of employees report wishing that their employer did more to help them manage upstream preventive health.

**80%**

Over 80% of employees report wishing that their employer did more to help them adapt to the coronavirus outbreak.

**80%**

Over 80% of employees report wishing that their employer did more to help them be more resilient and feel more empowered.

**85%**

Over 85% of employees report wishing that their employer took/would take greater action to address outbreak-related challenges.



THE STATISTICS AROUND

## DISTRACTION & PRESENTEEISM



>45%

Since coronavirus cases appeared in the United States, employees report, on average, feeling as though more than 45% of their workdays have been lost due to distraction and time spent worrying about the outbreak and its potential implications.

THE STATISTICS AROUND

## PRODUCTIVITY & PERFORMANCE

80%

Over 80% of employees now feel significantly more distracted.

85%

Nearly 85% of employees expect their work to be negatively impacted.

70%

Over 70% of employees say that they won't be able to focus as much if they're working from home.

70%

Over 70% of employees are already feeling less productive.

85%

Over 85% of employees worry about losing connection with their teammates/co-workers.

## DESIRED EMPLOYER WFH ASSISTANCE

When asked specifically about areas in which employers could/should provide more information and training, especially as it pertains to working from home, three key themes emerged.




STRESS MANAGEMENT & RESILIENCE



MANAGING THE WORK (WFH) ENVIRONMENT



MAINTAINING PERFORMANCE & PRODUCTIVITY

A man with glasses and a young girl are sitting on a couch, looking at a globe. The man is pointing at the globe, and the girl is looking at it with interest. The background is a blurred indoor setting with a window and some furniture.

People need support now more than ever, and the best way to support them in meaningful ways is to understand the experience data, or what we call “X-data.”

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Arianna Huffington, Founder & CEO of Thrive Global; Jen Morgan, Co-CEO of SAP; and Ryan Smith, Co-Founder & CEO of Qualtrics



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## OUR SOLUTION

WORKING FROM HOME  
IN THE NEW NORMAL

POWERED BY



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LEARN MORE AT

<http://thriveglobal.com/workfromhome>

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Find out how you can begin helping yourself  
and those you care about most today!