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Trust 10

Being a source for trustworthy information on contentious issues is the #1 driver of trust in employers

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Providing credible information has a higher likelihood of building trust with employees than paying fair wages, management telling employees the truth and addressing employee burnout.

The workplace is where we address societal problems

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Nearly 7 in 10 employees (69%, on average) believe that societal impact is a strong expectation or deal breaker when considering a job. Furthermore, job-seekers are more likely to work for companies that publicly support societal issues.

In the workplace, trust is local...

08

"My coworkers," "my manager," and "my CEO" are among the most trusted groups to do what is right among employees. Among non-managers, 45% of employees trust 'my coworkers' to tell the truth about what is happening in the organization; among managers, 46% trust their own direct managers; and among senior managers, 43% trust their CEO. Even within the organization, the local effect of trust holds.

'My Employer' communications remain the most believable source of information

03

Sixty-three percent of global employees believe information provided from their employer after seeing it automatically, twice or less. More believable than national government (55%), media reports w/ named sources (54%), and social media (36%).

Younger employees expect their employers to cultivate civil discourse both in and out of the workplace

06

Fifty-eight percent of employees aged 18-34 want their employer to make trustworthy information on contentious issues available to the public, and 60% feel their employers should train employees on how to have constructive debates about these issues inside and outside of the workplace.

... And it runs two ways

09

The 71% of employees who feel their CEO trusts them also are deeply trusting of their employer as an institution (92%), their manager (90%), and the CHRO (85%). But among the 29% who feel their CEO does not trust them, distrust of the workplace and its management is rampant.

Employers remain a bastion of trust and stability

01

Amid a volatile social landscape and a plummet of trust among employees in government, media and NGOs, 78% of employees trust their employer, a volatile societal landscape and loss of trust in other institutions.

The workplace is now among the most important sources of community

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Sixty-nine percent of employees believe the people they work with are a significant source of community in their life, ahead of people who share their personal interests (64%) and their neighbors (59%).

CEOs must set the example for civil discourse in the workplace

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Among those who are comfortable with discussing opposing viewpoints with their coworkers, 57% say that their CEO acknowledges different perspectives on an issue when taking a stand.

Restore societal trust from the workplace inside out

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To take steps toward stabilizing societal trust, employers must recognize the reciprocal trust within the workplace, create an environment of trust and civility as they navigate contentious issues, continue to address societal issues and take meaningful action on the societal concerns that matter most to their employees.