

Hope in the Workplace

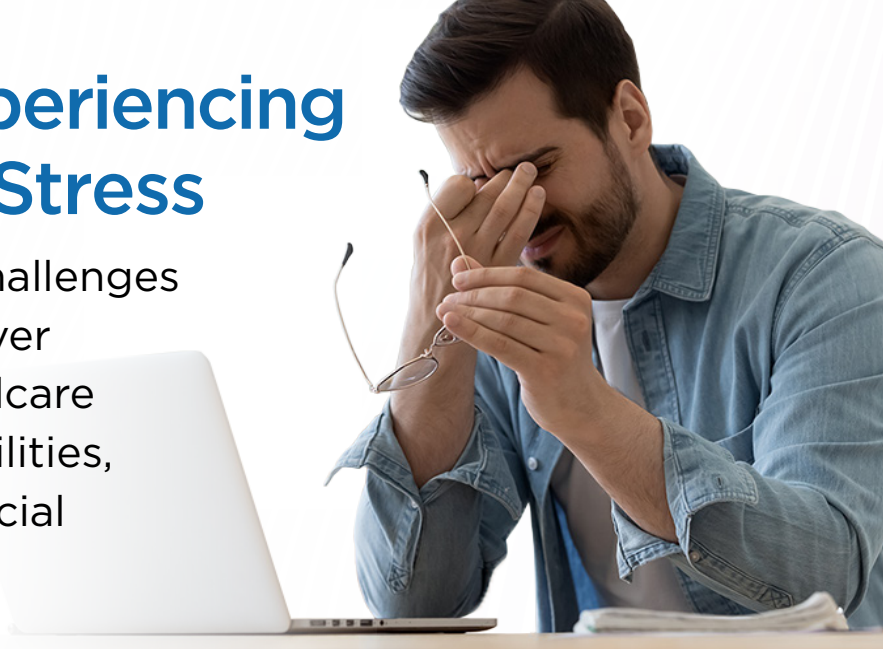


Cultivating hope in your workforce helps your business grow and thrive.

Are you focused on supporting employees when stress levels are high during these challenging times? While operational strategy and processes are important, many organizations overlook a key element to productivity during hard times - **hope**.

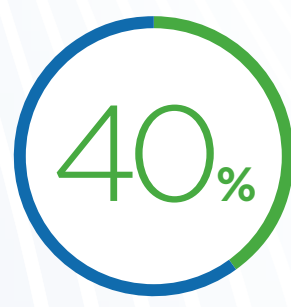
Employees are Experiencing High Anxiety and Stress

Employees say their biggest challenges during COVID-19 are anxiety over potential layoffs, burnout, childcare and home schooling responsibilities, health of loved ones, and financial insecurity.¹



Forrester Research found that **50%** of employees are afraid to go to work.²

1 in 3 mothers may be forced to scale back their careers or opt out completely.³



40% of employees have experienced burnout during the pandemic.⁴

The number of U.S. adults experiencing depression has **tripled** in the last several months.⁵



Hope Improves Workplace Effectiveness & Productivity

Hope accounts for **14%** of productivity in the workplace— even more than intelligence, optimism, or self-efficacy.⁶

The most commonly identified traits of effective leaders during COVID-19 are stability, trust, compassion, and hope.⁷



Leaders who make employees feel enthusiastic about the future create a workforce that is **69 times** more likely to be engaged at work than leaders who do not create enthusiasm.⁸

McKinsey & Company reported during the pandemic employees need more support for mind, body, and purpose.⁸

Companies with “higher-hope” human resources are more profitable, have higher retention rates, and have greater levels of employee satisfaction and commitment.⁹



5 Steps to More Hopeful (and Productive) Employees



1 Encourage goal setting.

Meaningful goals give employees something to work towards, which creates hope. Work with each employee to set both career and personal goals for next year.



2 Build self-efficacy in employees.

Employees need to believe that they can take the steps needed to achieve a goal, referred to as self-efficacy. Provide tools, training and support to build confidence in their ability to reach their goal.



3 Focus on stress management.

Offer resources to teach self-care skills and work with employees to identify current needs, such as additional personal time or more flexibility.



4 Create positivity in the workforce.

Give positive feedback and praise whenever possible. Consider adding employee recognition programs for customers and employees to nominate staff.



5 Plan for the future.

Not just strategic business plans, but events or perks for employees to look forward to in upcoming month.



Footnotes:

1 M. (2020). Women in the Workplace. Retrieved October 21, 2020, from https://wiv-report.s3.amazonaws.com/Women_in_the_Workplace_2020.pdf

2 Trzcinski, A., & Jacobs, I. (2020, June 15). Mental Health: Keep The Conversation Open. Retrieved October 21, 2020, from <https://go.forrester.com/blogs/mental-health-keep-the-conversation-open/>

3 M. (2020). Women in the Workplace. Retrieved October 21, 2020, from https://wiv-report.s3.amazonaws.com/Women_in_the_Workplace_2020.pdf

4 FlexJobs. (2020, August 21). FlexJobs and MHA Survey: Mental Health in the Workplace. Retrieved October 21, 2020, from <https://www.flexjobs.com/blog/post/flexjobs-mha-mental-health-workplace-pandemic>

5 Catherine K. Ettman, B. (2020, September 02). Prevalence of Depression Symptoms in US Adults Before and During the COVID-19 Pandemic. Retrieved October 21, 2020, from <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2770146>

6 Weir, K. (2013, October). Mission impossible. Retrieved October 21, 2020, from <https://www.apa.org/monitor/2013/10/mission-impossible>

7 Royal, K. (2020, October 18). Leading Your Workplace With Hope Through COVID-19. Retrieved October 21, 2020, from <https://www.gallup.com/workplace/308459/lead-workplace-hope-covid.aspx>

8 Royal, K. (2020, October 18). Leading Your Workplace With Hope Through COVID-19. Retrieved October 21, 2020, from <https://www.gallup.com/workplace/308459/lead-workplace-hope-covid.aspx>

9 Fostering employee productivity and morale through COVID-19. (2020, July 08). Retrieved October 21, 2020, from <https://www.mckinsey.com/about-us/covid-response-center/leadership-mindsets/podcasts/fostering-employee-productivity-and-morale-through-covid-19>

1 Malik, A. (n.d.). Efficacy, Hope, Optimism and Resilience at Workplace - Positive Organizational Behavior. Retrieved from <http://www.ijsrp.org/research-paper-1013/ijsrp-p2274.pdf>