

THERE'S A GROWING GAP



← BETWEEN EMPLOYERS AND EMPLOYEES →

1 IN 3

employees don't trust their employers*

<50%

of employees are satisfied with their jobs**

31%

of employees believe profit is all that matters

WE'RE MISSING SOMETHING – AND THAT SOMETHING IS

EMPATHY



EMPATHY IS THE ABILITY TO UNDERSTAND AND SHARE THE FEELINGS OF ANOTHER.

61% OF EMPLOYEES AND 76% OF CEOs SAY:

EMPATHY IS IMPORTANT FOR ORGANIZATIONS TO EXHIBIT.

IN FACT:

35%

of employees would switch companies, for equal pay, if they were more empathetic

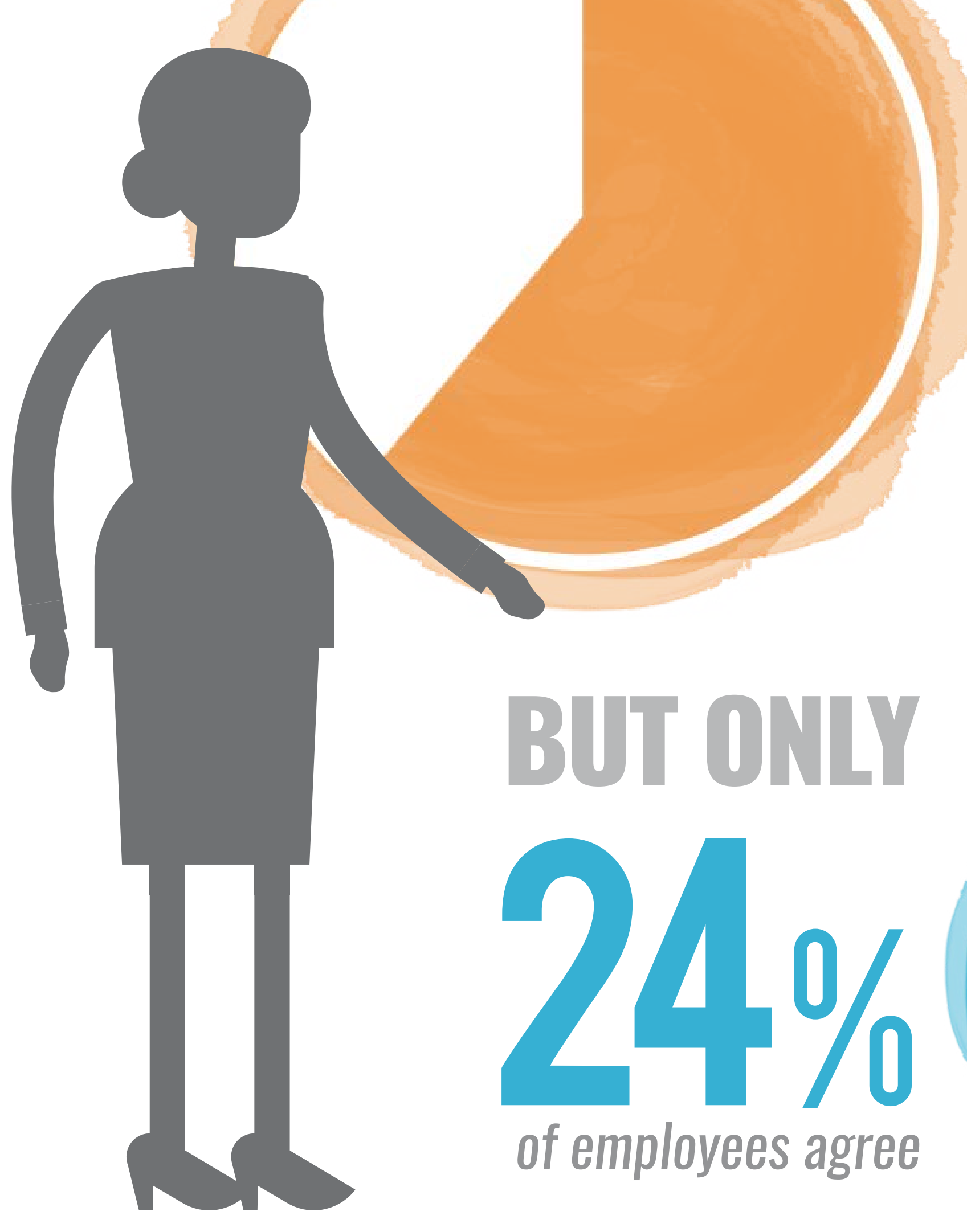
40%

would work longer hours for an empathetic employer

56%

would stay with a company that empathized with their needs

UNFORTUNATELY THERE'S A PROBLEM...



BUT ONLY

24%

of employees agree



EMPLOYEES BELIEVE ORGANIZATIONS



DON'T CARE ABOUT EMPLOYEES



CARE ONLY ABOUT PROFIT



VALUE NON-EMPATHETIC TRAITS

NOT ONLY IS LACK OF EMPATHY BAD FOR EMPLOYEES, BUT IT IMPACTS BUSINESSES' BOTTOM LINES



42%

of Americans say they have refused to buy products from organizations that are not empathetic.

SO WHAT CAN YOUR COMPANY DO?

THE MOST IMPORTANT WAYS TO DEMONSTRATE EMPATHY ARE:



Treating employees well



Listening to customer needs and feedback



Having ethical business practices

IN ADDITION:

51%

of employees say offering benefits that go above and beyond is a way for organizations to demonstrate empathy

49%

say employers need to empathize with their employees by promoting better work-life balance

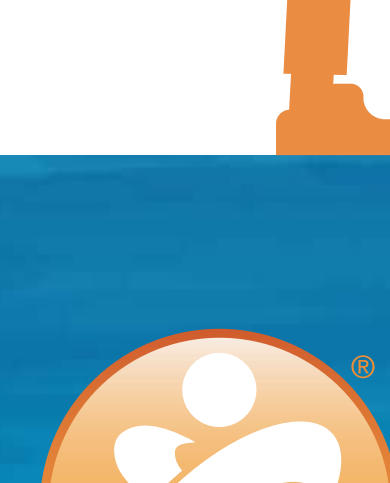
33%

wish their company offered more customized benefits



EMPATHY WILL INCREASE EMPLOYEE LOYALTY & DEDICATION

LEARN MORE ABOUT HOW EMPATHY CAN HELP YOUR BUSINESS.



businessolver

Businessolver develops business technologies to empower HR leaders to be the solution. We collaborate with you to make sure your platform is exactly what your company needs right from the start, no exceptions.

* 2016 Edelman Trust Barometer

** Job Satisfaction: 2015 Edition, A study for The Conference Board by The Nielsen Company