

Navigating purpose at times of uncertainty

The last few years have seen considerable socio-economic changes worldwide, with ongoing crises impacting collective values, attitudes and behaviours. Having been through significant upheavals, many people re-examined the way they do things and their expectations about work.

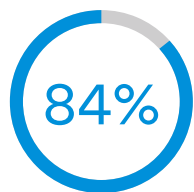
Today, employees are taking conscious steps towards finding purpose and meaning in what they do. Our research identifies how companies can adapt to employees' evolving needs to become better places to work that attract, motivate and retain talent.



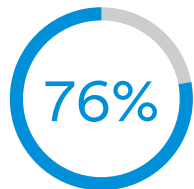
4 key areas employers can address to create a workplace that is aligned with the needs and aspirations of today's employees:

Purpose

Cultivate a sense of purpose through programmes and initiatives so that it is felt on both the organisational and individual level.



84% of employees feel that individual purpose is important, even in times of crisis.



76% of employees feel that not living their purpose at work is frustrating.

Personalisation

Give employees the autonomy and flexibility they need to feel in control of their workplace experience.

85%

85% of respondents feel that all employers should empower and encourage employees to pursue their passions and purpose.

Read more about our research here: metlife.co.uk/purpose

MetLife's Navigating Purpose at Times of Uncertainty research was conducted in June 2022 through a nationally representative, omnibus quantitative study of 2,482 respondents from the general population in the UK.

Full details of the methodology can be found in the report.

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Priorities

Implement listening to capture, identify and track employee needs to develop programmes and benefits aligned with top priorities.

Most important to achieve in life:

94% Being in good health

92% Spending time with family and loved ones

90% Caring for family and loved ones

89% Having the freedom to decide what they want to do

85% Achieving financial stability and material success

Protection

Provide your talent with the sense of stability and protection they need to pursue their purpose and individual priorities with confidence.

83% of employees say that Employee Benefits are important when choosing a place to work