

# Key findings from the first release of our Productivity Report



## Better employee wellbeing & commitment could help boost UK productivity by £34 billion

- But productivity improvements won't come from only understanding an individual's subjective wellbeing. A focus on the **cultural drivers is crucial**.
- Productivity loss per employee with low individual wellbeing and commitment is **£10,500 per year**. That's **2.5 times** as much as an employee with high individual wellbeing and commitment at **£4,200 per year**.
- The more an employee feels **valued, supported and in control** of their work and life, the more productive they are. But 100% productivity is a misleading myth.



**100% productivity is a myth; it risks hindering, instead of helping, wellbeing**

The findings also reveal that **100% productivity is a myth**. As shown in the data, even where employees are on their best form, there is some productivity loss; likely due to an element of absence or dissatisfaction.



## Wellbeing measures only tell half a story; the what, but not the why

Analysis found that cultural factors – such as **work control, competence and relatedness** (good relationships with managers and colleagues) – represented the key drivers that lead to positively or negatively impacting wellbeing.

For example, comparing responses from employees who 'definitely agree' or 'definitely disagree' with various key cultural factors that impact wellbeing showed that:

- Productivity loss for an employee without **supportive colleagues** is calculated at £10,000; more than double the productivity loss for an employee with supportive colleagues (£4,700)
- For an employee who **feels valued** versus an employee who doesn't, the productivity loss is £3,700 vs £10,400 respectively.
- And where an employee **feels their skills are being used appropriately** versus an employee who doesn't, the loss is £3,600 vs £9,800 respectively.

# How can Fruitful Insights help?



The platform not only helps the intermediaries that work with us, and their clients quantify the impact of wellbeing on productivity. It also helps them to gain insights from employees and, crucially, identify the cultural impacts.

## ? What is Fruitful Insights?

1. It's an innovative cloud-based platform which allows companies to invite employees to complete a comprehensive wellbeing assessment.
2. It provides employees with an instant wellbeing assessment report.
3. Employers are able to view the aggregated data-sets which are combined with their corporate data. The employee report identifies areas that can be changed to help their own personal improvements, and they are signposted to wellbeing services they can potentially use.
4. The employer analysis highlights the priority areas to drive improved employee wellbeing in their business, with support to help benchmark and track their progress.



## 👤 The benefits

### Employers can:

- Quantify their wellbeing performance.
- Effectively prioritise their wellbeing investment.
- Enhance their organisational effectiveness.

### Employees can be:

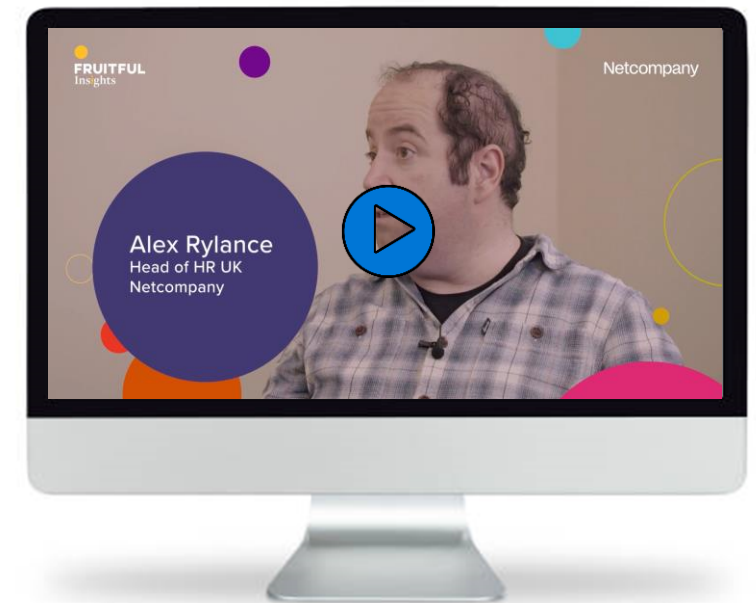
- Empowered to drive their own wellbeing with a personalised report.
- Signposted to relevant wellbeing services.

### Intermediaries can:

- Provide Fruitful Insights to their client, as a value-add, to help their client better shape their wellbeing strategy.
- Use insights in conjunction with their client to identify gaps in their wellbeing programmes.
- Build their relationship with the client by more frequent and more meaningful interaction, underpinned by the insights from Fruitful Insights.

Click on the video to find out how Netcompany benefitted from Fruitful Insights.

"Fruitful Insights provided us with a deep understanding of the wellbeing, health, and happiness of our workforce"



If you'd like to find out more about how Fruitful Insights can support the wellbeing of your client's business, or if you'd like a demo, make sure you get in touch or contact your account manager.



[Find out more](#)