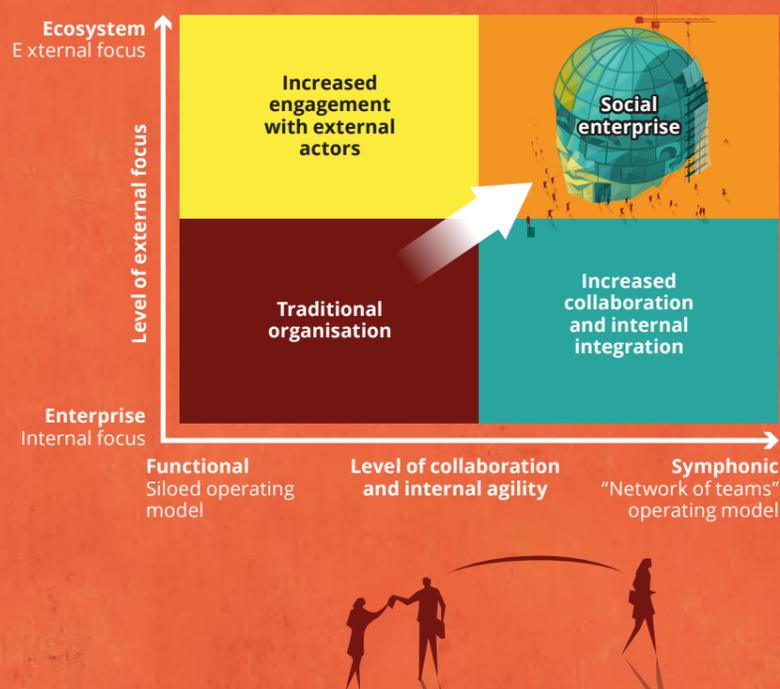


The rise of the *social* enterprise

Key findings from the Deloitte 2018 *Global Human Capital Trends* survey

The rise of the social enterprise

Organisations today are increasingly judged on the basis of their relationships with their workers, customers and communities, as well as their impact on society – transforming them into social enterprises.



From careers to experiences: new pathways

The nature of careers are changing and with it is a shift in the 'power balance' between employers and employees.

90% of UK respondents describe the '21st century career' as 'important' or 'very important' – yet only **34%** are ready to tackle this trend.

Similarly, only **7%** of organisations are 'very effective' at empowering employees to manage their own careers and only **20%** of talent sourcing models focus on providing individuals with meaningful experiences according to UK respondents.

Wellbeing: a strategy and a responsibility

Now more than ever, the line between work and home life is blurred. A growing body of empirical research suggests that wellbeing is strongly associated with a range of individual, organisational, and societal benefits.

86% of UK respondents acknowledge the importance of wellbeing as a driver of productivity, however only **48%** feel ready to take on the challenge.

In addition, **59%** of UK respondents reported having limited or basic wellbeing programmes, which suggests that the UK may still have some way to go to embed robust wellbeing initiatives across all organisations.

The hyper-connected workforce: will productivity reign?

Individuals are taking popular social and collaboration tools from their personal life and applying them in the workplace. Like the outside world organisations are becoming hyper-connected: but can they also become hyper-productive?

72% of UK respondents have already seen the benefit from using connected workplace tools but only **11%** of organisations identify emerging channels and promote their use among employees.

To drive productivity, tools need to be seen as help rather than a hindrance

