

## Back to the workplace: What motivates employees in the post-covid era?

The advent of COVID-19 has been a turning point for all parts of human life, including work. The exponential growth of telecommuting and hybrid work has created an immediate need for us to research and understand what this change means for the employees.

ISON Psychometrica and Boyden Greece & Cyprus conducted one of the first surveys in Greece, regarding which motivations and values play a role in the return of employees to their workplace.

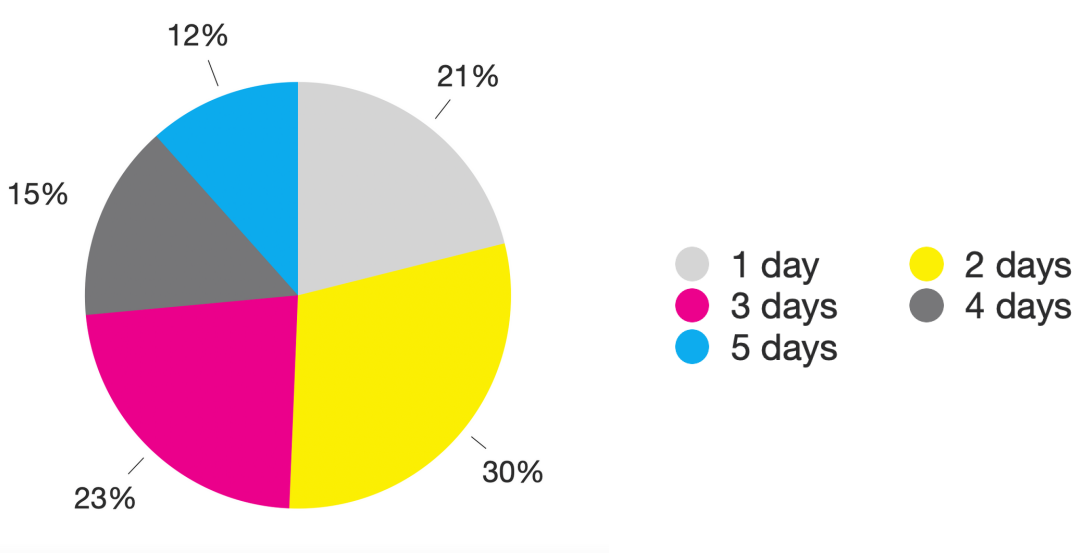
### Research Summary

The research includes three levels of analysis. In the first phase, it provides demographic data of the participants to ensure the integrity of the research and its value as representative of the work reality in Greece.

Additionally, it includes a plethora of personal **Motivations** (such as Flexible working hours or Extra days off) and **Values** (such as Focus, Collectivity and Selflessness). Thus, readers can understand in depth the needs of the Greek employee, in order to gain valid insights about ways of action to bring them back to the workplace.

Lastly, the report provides conclusions based on statistical in depth analysis concerning multiple levels of reliability. For example, the results present and form categories of workers, resulting from the interaction of their motivations and values. Consequently we can understand and study the ways one can motivate said categories of people to return to their workplace.

Ideal Working Days per week



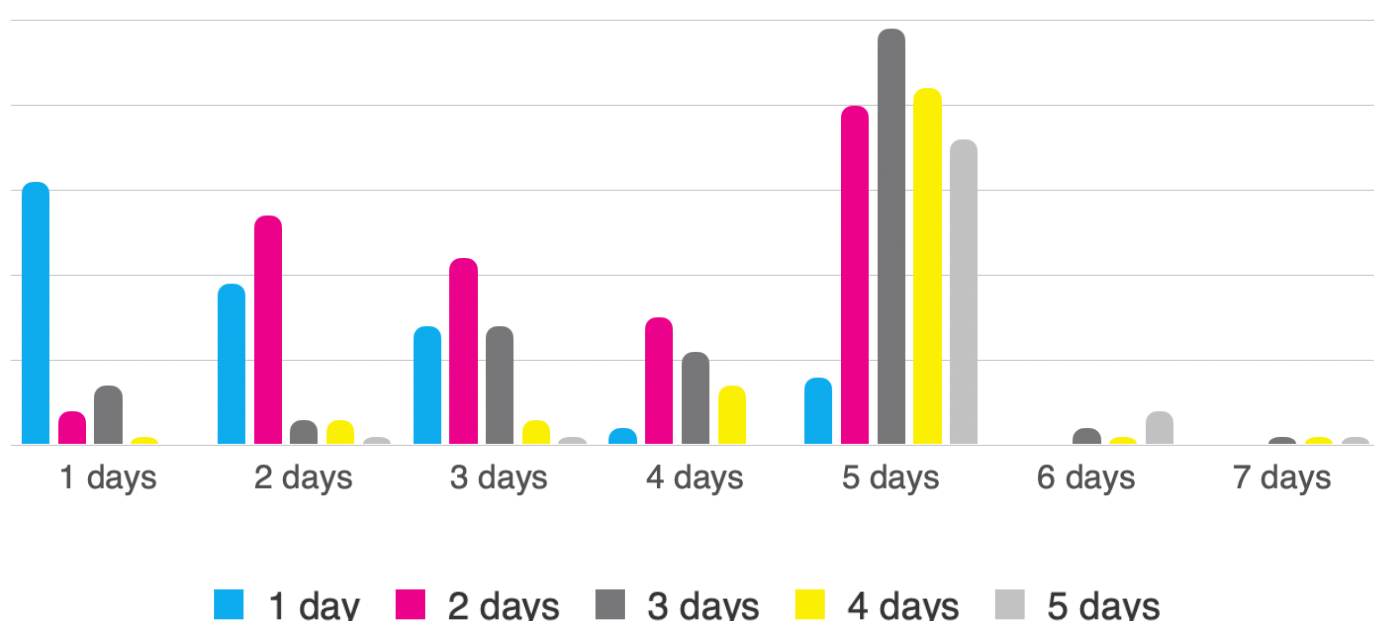
*In the chart above one can see the employees' preference regarding their ideal days at the workplace.*

### Research results

The results of the survey clarify the foggy landscape that prevails in the emerging post-pandemic environment. Of particular importance is the fact that workers, contrary to expectations, do not demand full telecommuting, but instead show different needs and preferences based on the days they currently spend in the workplace.

The prioritization of Values and Motivations is of similar interest, with the results surprising and overturning stereotypical perceptions and assumptions in the workplace. One such example is the emergence of mental and physical health Actions as a more important motivator than the provision of supermarket coupons, a standard and frequently used corporate practice of rewarding and motivating employees.

Plot of ideal work days (colored columns) by actual work days in the workplace.



Employees conceptualize their ideal work environment through their current work situation, versus an idealized, unrealistic one. In particular, they wish to work at the employer's premises one or two days less than they actually work.

The provision of transport to and from the workplace was the most important incentive for workers to return to the workplace.

Incentives such as extra days off, improving the workplace, flexible hours, providing free snacks and drinks, providing training & certifications and wellness & mental health actions were also rated as highly important.

A positive connection was observed between the need for Innovation and the motivation of Wellness Actions. This typology refers to people who accept change and therefore react positively to the provision of actions that promote their physical and mental health.

Respondents articulate a clear trio of important work values: the Need for Recognition, the Need for Influence (Power), and the Need for Aesthetics.

**76.7%**  
The **Need for Recognition** refers to the individual's need to have his work recognized by others.

**62.7%**  
The **Need for Power** refers to the individual's desire to exert influence and make important decisions.

**44.3%**  
The **Need for Altruism-Giving** and refers to the giving of help in any context (work or non-work), presenting the individual's desire to be available for the needs of others, to understand them and, where possible, meet them.

The results are of the utmost importance as the needs valued by employees tend to be oriented towards a more general framework that transcends distinguishing characteristics such as gender and age in favor of a more unified work model. Knowing the market trend, the best practice of not only wage incentives, but also company attractiveness is formed.

For the detailed research with in-depth analysis, contact  
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