

# Deskless not Voiceless

## The world's workforce is dispersed.

They are on the shopfloor, in factories, out in the field, in the air or on the road.

Deskless and frontline workers are a massive, untapped talent pool for businesses. But many workers don't have the opportunity to connect with the wider business or speak up about new ideas.

We spoke to more than 2,000 senior business decision makers, and 2,000 front-line workers across the UK and US in companies with 100+ employees, to get their thoughts on connectivity and empowerment within an organisation.

We found a massive disconnect.

### Communication breakdown



Only **14%** of employees feel connected to their business HQ, this drops to **3%** when referring to the C-suite

While **22%** of employees say their ideas make up a substantial portion of conversation with their bosses,

**52%** of managers believe new ideas make up the main topic of conversations



**30%** of the workforce don't recognise their part to play in their organisation's success

### Ideas are being road blocked

Only **45%** of frontline workers share their ideas with senior team members, while



**90%** of managers confidently report their workers feel empowered to share ideas with them



While **25%** of employees have had an idea but never told anyone, a further **38%** have shared their idea – only for it to be ignored

**98%** of business leaders agree that ideas should come from everyone, although just **62%** report seeing it happen



In more than **1 in 4 (28%)** cases, ideas are stifled due to poor communication

### Employees don't feel valued



**54%** of employees say they are voiceless, while **83%** of managers claim they give all employees a voice

Only **48%** of employees think their head office understands the role they perform and the value they bring to the organisation



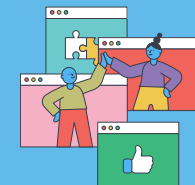
**79%** of managers claim they have worked on the frontline and can see the value it brings

### But businesses are changing how they communicate to address this



**95%** of business leaders recognise the value of collaboration tools

Only **48%** of those without collaboration tools claim their head office understands the role they perform and the value they bring



vs **63%** of those with collaboration tools



While only **14%** feel connected to their business HQ, for those companies who have introduced collaboration tools, this number jumped to **25%**



Building a more connected organisation starts when you put people at the heart of your strategy.

Workplace helps you do this, by empowering communities of employees to share their thoughts and experiences.

This sense of community and connectedness is the foundation for business success.

Download the full report [here](#)

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