



ecosystem

THE FUTURE OF THE  
DIGITAL WORKPLACE

# The HR Perspective

Exploring Gender Differences  
in Workplace Behaviour



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# The Role of HR Has Evolved



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The corporate challenge of managing skills shortages, employer of choice strategies, and flexible work programs have long existed. It's just that, like most strategic imperatives, they have been optional, even for the most competitive businesses.

The Ecosystem Voice of the Employee Study highlights that the current resignation pandemic is supercharging a skills famine for many firms. But with almost all attention from the Great Resignation still focused on employee experience (EX), deep consideration must be given to efficiently and effectively navigating the extreme workload now facing internal HR functions.

Recruiting, inducting, onboarding, training, and cross-boarding new staff, while exiting and off-boarding old staff, often remotely and at high volume, will see shadow-HR technologies and practices bleed out of People and Capability departments as companies scramble to reset demand.

**Regardless of industry, every company's core business just became HR.**



# The Need for Personalised Employee Experience



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The industry has been talking about the need to create personalised customer experience (CX) for a while now – we should talk about creating personalised EX now.

Given the changes and challenges that your employees have faced over the last two years, they have developed some strong work preferences. HR has the biggest role to play in shaping the EX your organisation provides – and it cannot achieve this without a close alliance with the Tech/Digital Team.

According to the Ecosystem Voice of Employee Study, 50% of your employees believe that improved EX leads to better CX.

It may not be possible to cater to the needs of every individual employee. But taking into consideration some of the differences – whether based on role, age, gender, family status and so many other factors that make up an individual – will help you shape your organisation's Digital Workplace strategy and offer a more personalised EX.





# Gender Differences in Workplace Behaviour

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While the Tech-HR synergy is yet to be firmed up in most organisations, HR teams need to step up by listening to what their employees are saying. Having an understanding of how perspectives change based on employees' demographic profiles, can help HR teams immensely.

**Here are 5 gender differences in workplace behaviour according to the Ecosystem Voice of the Employee Study.**



# #1 Women Are More Likely to Change Jobs in 2022

**Not only that. Women are more likely to make bigger changes such as moving to a new city/country with a new job and changing their careers altogether!**

Depending on the industry, the Great Resignation will impact you; now is the time to improve EX across the board. But your women employees are more likely to leave you – so this is also the time to listen to their pain points and create an equal opportunity and bias-free workplace to retain them.

## CHANGED JOB/CAREER IN 2021



**32%**  
WOMEN



**28%**  
MEN

## WILL CHANGE JOB/CAREER IN 2022



**48%**  
WOMEN



**42%**  
MEN

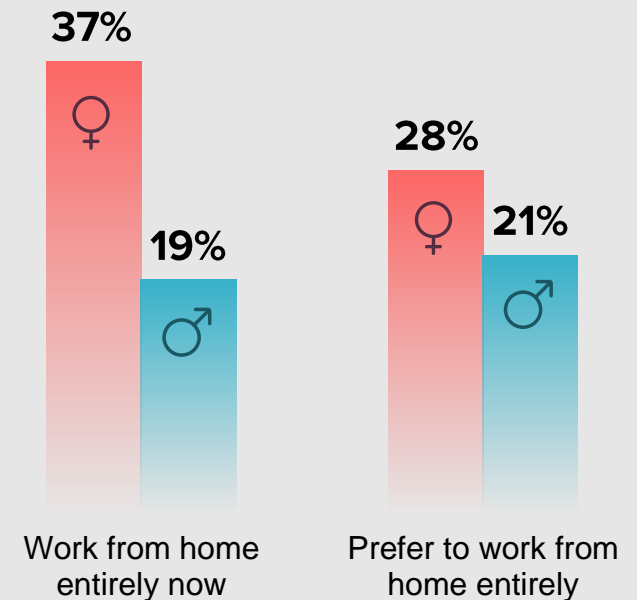


## #2 The Assumption that Women Prefer to Work from Home is Wrong

It is true that currently more women work entirely from home; and men are more likely to work from multiple locations.

But women do not necessarily want to work from home – and more than a fifth of your male colleagues want to work from home forever.

This highlights the importance of listening to individual employees and not making assumptions on their preferences, based on their current work status.



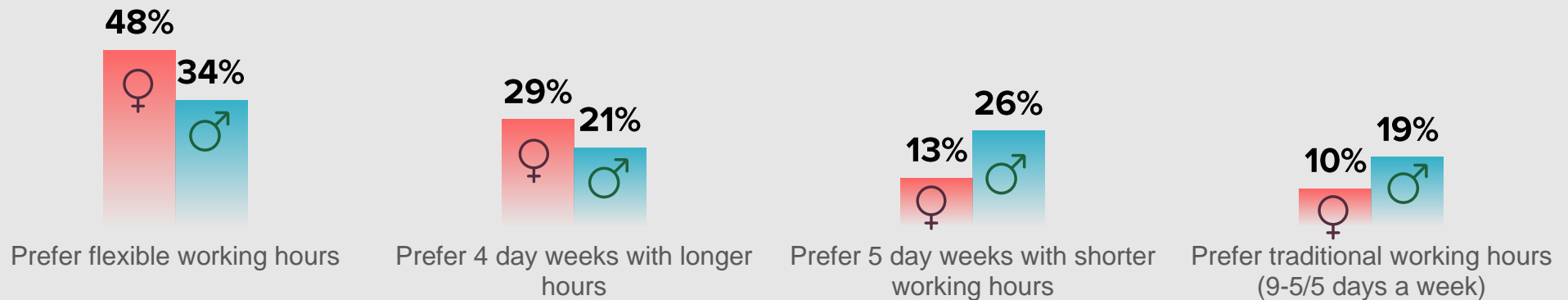
Source: Ecosystem Voice of the Employee Study, 2022



## #3 More Men Prefer 5-Day Work Weeks

**45% of men prefer a 5-day work week, when compared to 23% of women.**

The women knowledge workers are also more likely to prefer flexible work hours. Ideally every employee should be given the option of choosing their work hours. But, without a doubt this will be difficult. Meeting free days are a good way to start accommodating at least those employees who prefer to work 4-day weeks – only 23% of organisations have assigned meeting free days now.



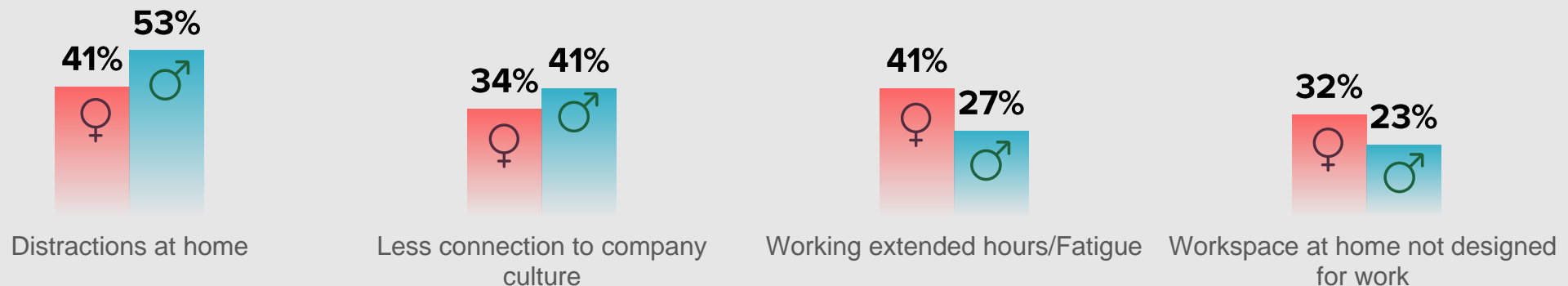


# #4 Challenges of Working from Home Might be Very Different

While men find it more challenging to work amidst distractions and to connect with the company culture; women are likelier to struggle with fatigue and uncomfortable work conditions when working from home.

While every individual will have their own set of personal challenges, it is the task of HR leaders to guide people managers to deal with employees with more empathy and watch out for these differences.

## CHALLENGES OF WORKING FROM HOME



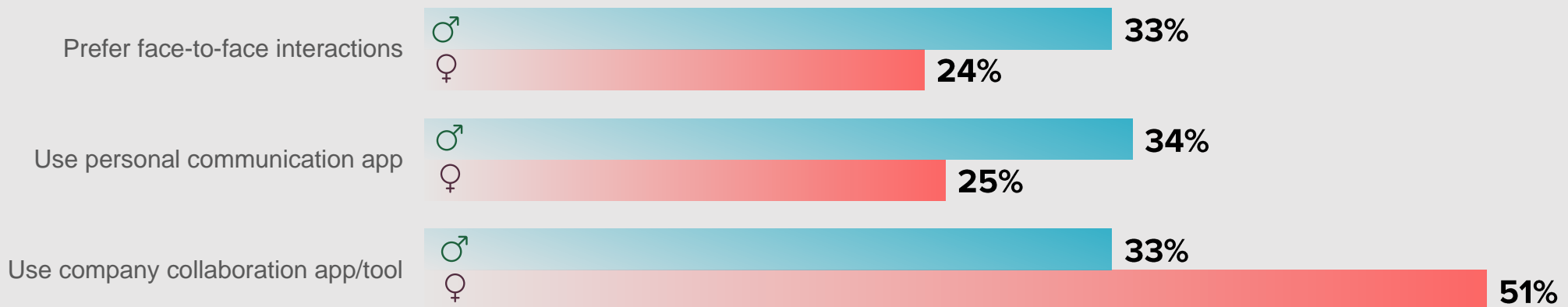


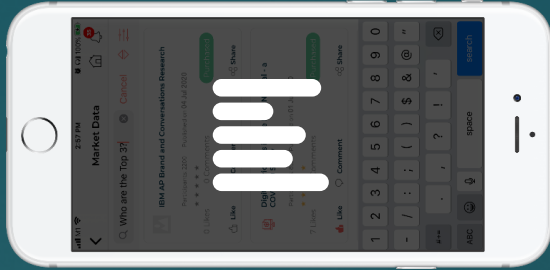


## #5 Women & Men Have Different Collaboration Styles

Women are more likely to use company collaboration apps and tools; men are more likely to use personal communications apps.

Insights such as these benefit both HR and tech teams. How do you keep corporate communication on the workplace collaboration tool? While this is a serious consideration in heavily mandated industries, it is relevant across all companies. In a hybrid work environment, the seamless interplay between in-person and digital experiences should be an important consideration for tech teams – and HR can provide the right guidance.





## Engage our Analysts



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