

NEW RESEARCH: WHAT FRONTLINE WORKERS WANT MOST

INTRODUCTION

In the last couple of years, work has placed an unbelievable amount of pressure and demand on frontline workers in industries like manufacturing, healthcare, retail, logistics, and other critical sectors. Frontline workers are defined as any employee who must be physically present to carry out their role in the organization.

In a groundbreaking new research study, our team reached out to thousands of these workers to understand their needs, challenges, and priorities. If employers want to attract, engage, and retain these critical workers, they need to take heed.

DEFINING THE FRONTLINE WORKFORCE

On a given day, any of us may come across or interact with a number of frontline workers, such as the



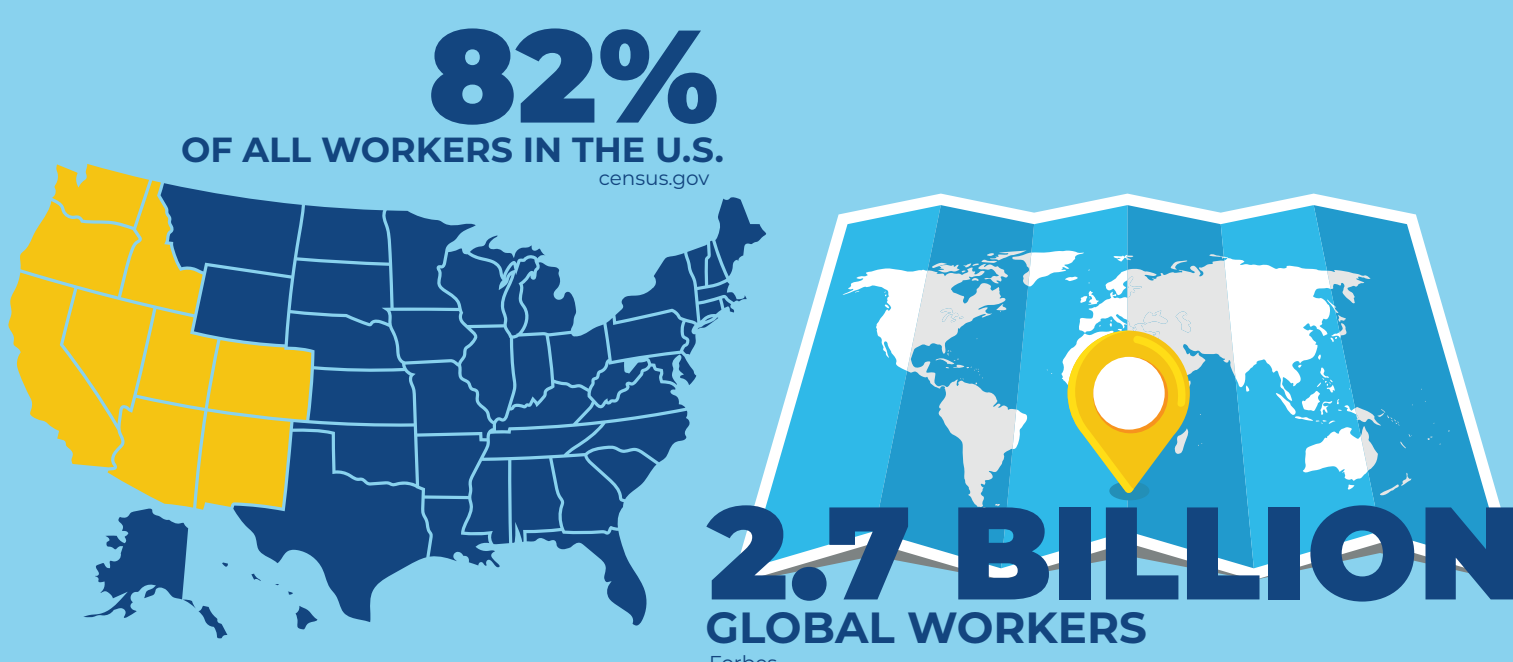
NURSE IN A DOCTOR'S OFFICE

CLERK IN THE GROCERY STORE

SERVER IN A RESTAURANT

TRUCK DRIVER ON THE ROAD

THE SCOPE OF THE FRONTLINE WORKFORCE



The vast majority of these individuals hold hourly jobs and may be subject to shift work

RESETTING THE DEFINITION OF WORKPLACE FLEXIBILITY

Frontline workers doing jobs at a physical site don't have a choice in where they work. However, that doesn't mean employers can't offer flexibility. Here are the top five flexibility options other than work location:

More than anything else, frontline workers said they prefer a company that offers flexibility and choices to its employees.

- #1** Choices in when I work
- #2** Choices in how I get my work done
- #3** Choices in training or growth opportunities
- #4** Choices in benefits
- #5** Choices in sharing ideas and suggestions

HOW FRONTLINE STAFF EXPERIENCE WORK TODAY

In a time where stress and burnout are hitting rates higher than ever, we found some positive and not-so-positive data points about the work experiences of frontline staff.

PROS

- 2 out of 3** employees say they are paid fairly
- The **majority of workers** say their company offers them the right tools they need to succeed at work
- Only 11% of frontline staff** don't think their employer is open and transparent

CONS

- 6 in 10 employees** say their employer doesn't offer them a way to share feedback with the company
- 7 in 10 frontline workers** want to learn through opportunities and experiences, not just training content
- 80%** say that inflation and rising costs have caused financial challenges

THE KEY INGREDIENT: PEOPLE LEADERS

Managers play an outsized role in an individual's satisfaction, mental health, and sense of connectedness at work.

HEALTH



employees with improved wellbeing are **2.5X MORE LIKELY** to have a good manager

INTENT TO STAY



workers who don't feel supported are **4X MORE LIKELY** to leave than those who do

BELONGING



individuals who feel respected at work are **800+% MORE LIKELY** to have a supportive leader

CONCLUSION

In the big picture, it's sometimes easy to forget that this frontline labor force touches each of our lives in multiple ways, multiple times a day. Employers that don't create an equitable experience for their frontline staff will see increased turnover, burnout, and productivity issues as a result.

Check out all of our research and learn more about how it can support your organization's talent, HR, and learning objectives.
[LHRA.io/research](https://lhra.io/research)

ABOUT THE RESEARCH

The 2022 Frontline Workforce Study was gathered via online surveys in July 2022 from 3,000 currently employed global workers (2,000 US-based and 1,000 spread among EMEA and APAC)