



Kahoot!



Kahoot! 2022 Workplace Culture Report

Unleashing employee potential.
Building thriving workplaces.



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The popularity of hybrid working and the growth of Gen Z in the workforce has turned the future of work into the now of work. But many companies are falling short on the digital experience and leaving employee potential untapped

2022 has been a pivotal year in the world of work. Many companies have solidified their hybrid or fully distributed work models for the long-term, cementing technology's key role in our daily work lives and calling for a reassessment of how teams communicate and collaborate.

At the same time, "quiet quitting" has made headlines with concerns about chronic employee disengagement, especially as companies welcome more Gen Z recruits. But how concerned should corporate leaders really be, and where are the opportunities to help employees and companies unlock next-level success?

To learn more about the latest challenges and opportunities for corporate learning and engagement, Kahoot! partnered with market-research consultancy Researchscape to survey 1,635 enterprise employees in the United States. Explore the survey's findings below to see how employees of different generations and work structures—hybrid, in-person and remote—are experiencing the modern workplace, and how companies can support their employees to show up as their best selves and do their best work, together.



58%

of workers say they are holding back valuable knowledge that could benefit their co-workers

95%

of Gen Z workers feel bored at work, compared to 87% of workers overall, primarily due to online employee training and virtual team meetings.



68%

of Gen Z workers were willing to forgo a percentage of their salary for more engagement at work, and 35% of hybrid workers would give up more than 10% of their pay

40%

of workers say virtual meetings drain their energy, compared to 26% who say virtual meetings give them an energy boost

77%

of workers said they would highly value an easy and fun way to share knowledge with their co-workers

Key Findings



59%

of Gen Z workers said friendly competition would help them feel more engaged in virtual meetings, trainings and presentations, and older workers want more brainstorming with their co-workers

Employees are virtually checking out

While many employees appreciate the flexibility of working hybrid, the data shows that many companies are still not optimizing digital experiences like virtual meetings, training and presentations to match the level of engagement achieved in-person.

Workers report feeling most bored at work during virtual meetings and online employee training, with 35% of workers stating they mentally check out of online employee training, while 32% check out of virtual presentations and 31% check out of virtual team meetings.

Optimizing the virtual experience in hybrid working

When the pandemic accelerated the shift to hybrid and remote work models, many people from across the corporate world speculated about how this would impact employee engagement.

However, when asked how mentally engaged or interested they are in their work, hybrid workers proved to be the most engaged, with 81% of hybrid employees extremely or very interested in their work, compared to 71% of remote workers and 70% of in-person workers.

The success of hybrid and distributed work models is encouraging news for the many companies that have committed to them on a permanent basis. Though, despite higher overall

engagement and a preference for hybrid (87% of employees want to work from home at least 1 day per week, according to research by Prudential), our survey shows 40% of workers saying virtual meetings drain their energy. Interestingly, this indicates that while most companies now have years of experience working hybrid or remotely, many have not yet implemented effective solutions and strategies to make virtual experiences truly engaging.

What are employees doing when they “zone out” in online meetings?

A bored state of mind in online meetings led some workers to engage in other tasks to pass the time. 45% read and responded to email, 18% worked on their side hustle business and 11% of younger workers (Millennials and Gen Z) even double dipped, jumping into another meeting at the same time.

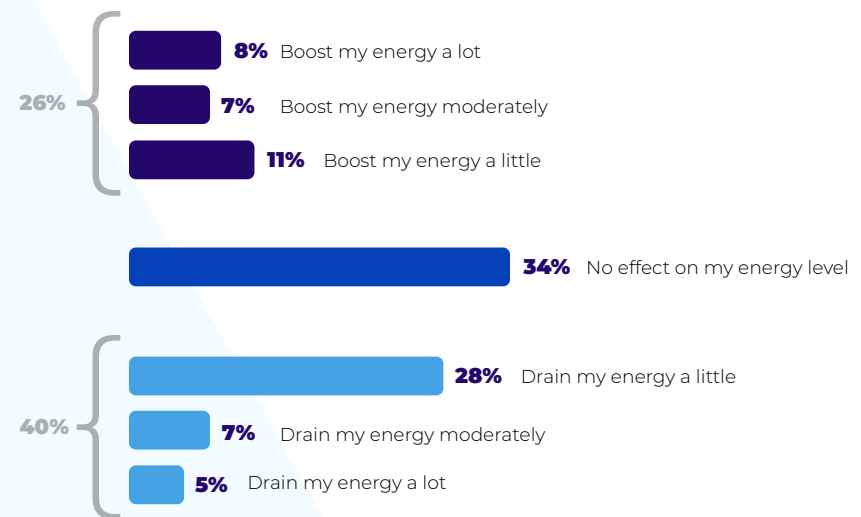
Many workers spent their time doing things other than work. 23% of women doodled whereas 21% of men exercised and nearly a quarter (23%) played with their pet, while 20% decided to use the time to take a nap.

Even the CEO speaking isn't always enough to get employees to fully tune into a meeting, with the largest percentage (35%) reporting being “Somewhat engaged” in these meetings.

In what work situation are you present, but often not mentally “there/engaged”?



What impact do virtual meetings have on your energy level?



An engaging workplace is priceless

Employee experience and engagement has been a hot topic for both employers and employees this year. Employers are focusing on attracting and retaining outstanding talent, while employees reassess what's most important to them when deciding where to work.

While competitive salaries are always an important factor, nearly half (47%) of workers say they would give up a portion of their wages to be more engaged at work.

A growing priority for the future of work

In addition to being the most engaged at work, hybrid employees also put the highest value (literally) on engagement. More than one-third (35%) of hybrid workers would give up more than 10% of their salary for a workplace that was more engaging and collaborative,

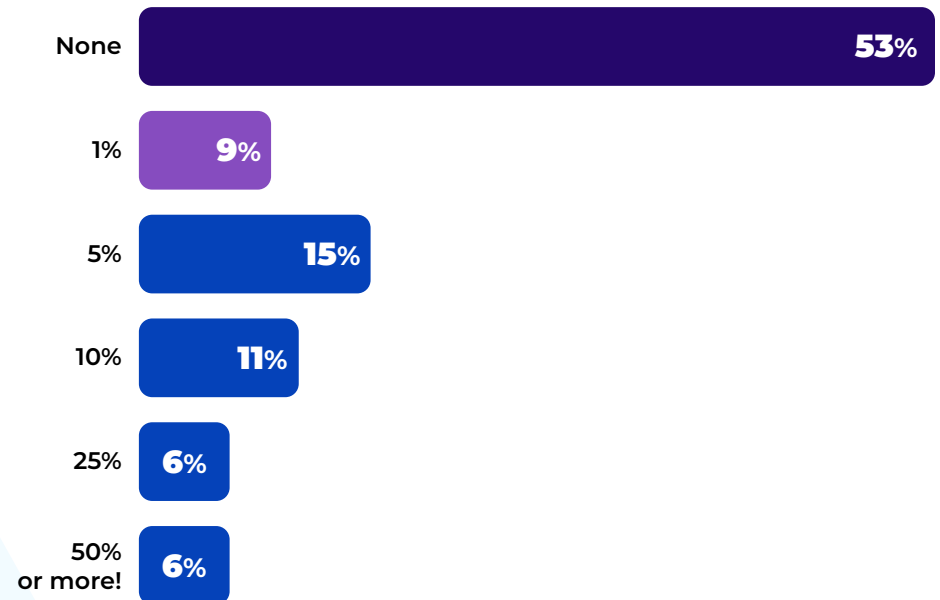
compared to 21% of remote workers and 18% of in-person workers.

Interestingly, while Gen Z workers are generally earlier in their careers and likely to have lower salaries on corporate pay scales, more than two-thirds (68%) of Gen Z workers are willing to forgo a percentage of their salary for a more engaging workplace, more than Baby Boomers (32%), Gen X (41%) or Millennials (56%).

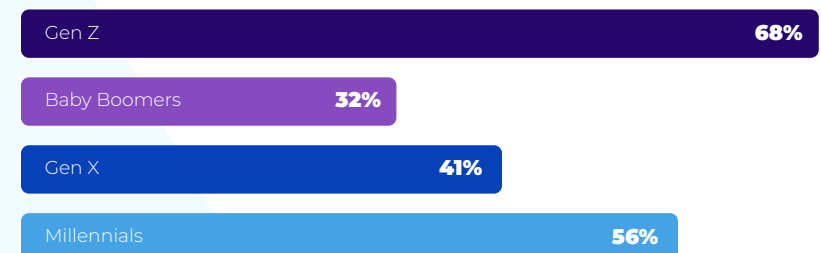
As Gen Z becomes a greater portion of the workforce each year, and employees continue hybrid working, it is vital for companies to recognize engagement as a high priority for their employees and build engagement into every aspect of work, both in-person and virtually.



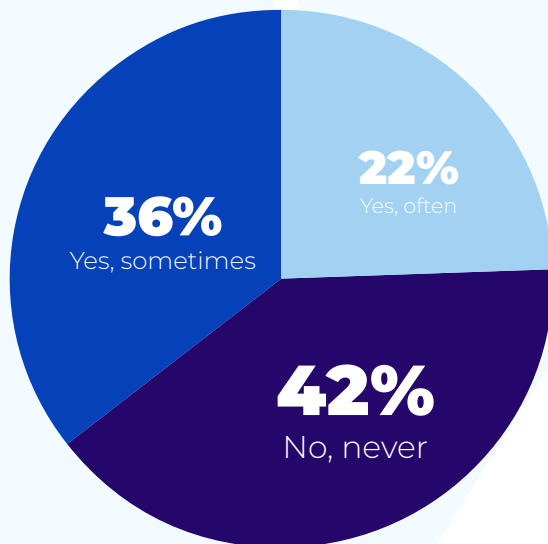
“How much of your salary would you sacrifice for a workplace that was guaranteed to be more engaging and collaborative?”



How many workers in each generation would forgo a percentage of their salary for a more engaging workplace?



From quiet quitting to quiet constraint: unlocking hidden potential



Do you ever have knowledge that you hold in (or back) at work that could help your co-workers and colleagues if you shared it with them?

Despite the buzz on quiet quitting, the survey revealed that 76% of workers want to go the extra mile for their employer at work. However, the survey also identified there may be a new phenomenon called 'quiet constraint' emerging in workplaces.

Over half (58%) of workers say they hold valuable knowledge that could benefit their co-workers in improving their performance, but haven't yet shared it.

As the much-discussed Great Reshuffle and acceleration of technological innovation amplify the need for upskilling and reskilling, both employers and employees are recognizing corporate learning as a top priority.

Employers are looking for more specialized knowledge and skills to meet the demands of the emerging business landscape, while employees understand that continuous learning will be key to adapting to the future of work and advancing in their careers.

While this can seem a daunting task on either side, this survey reveals that in fact, many corporate teams may be holding a wealth of knowledge that they haven't even begun to tap into.

Leveraging employee knowledge sharing for next-level success

All generations report holding untapped knowledge, but this is most prominent with Gen Z, with 77% reporting that they have knowledge that could help their co-workers, which they haven't yet shared. This is compared to Baby Boomers (46%), Gen X (50%) and Millennials (68%). Interestingly, more men (63%) say that they hold in information at work vs. women (57%) and are more likely to do it often (27% vs. 16%).

When asked why they hadn't shared their knowledge, 26% of workers said they were never asked and 23% said their employer doesn't provide them a channel or means to do so. 26% said they feel like their talent and self-expression is stifled at work.

However, more than three-quarters (77%) of employees said they would highly value an engaging way to share knowledge.

While some employers may see quiet constraint as cause for concern, the opportunity this creates for peer learning within companies could be transformative. The data shows companies may be much richer in employee knowledge and skills than they realized, and that most employees are eager to share this knowledge if given the opportunity, resources and support.

"Kahoot! 360 empowers every employee to be a workplace hero, sharing knowledge, collaborating and energizing their team, whether in-person or virtually."

James Micklethwait
VP, Kahoot! at Work

Gen Z says, “Yes please!” to friendly competition at work

Gen Z workers are not only the most likely to feel bored at work overall. They are also the most often disengaged during online employee training and virtual meetings and presentations.

When Gen Z workers were asked why they check out, 51% said the meeting time is too long, and 42% said the content is not interesting. Additionally, 31% of Gen Z workers say they are being spoken to vs. actively participating and 29% say they don't feel a connection to anyone in virtual meetings, pointing to a need for a more interactive, involved and connected experience.

While understanding the challenges for engagement in virtual contexts is an important first step, where do employers and team leaders go from there?

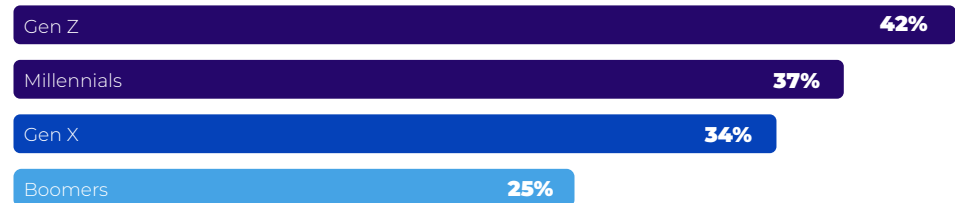
An effective employee engagement strategy may include a multi-pronged approach to respond to employees with different needs and preferences, but across generations and work structures, this survey shows a resounding call for a new approach that is innovative, dynamic and interactive.

In what work situation are you present, but often not mentally “there/engaged”?

During online employee training



During virtual meetings



When Gen Z workers were asked what would help power up their engagement, their top 3 choices were friendly competition (59%), brainstorming (51%) and more rich media (38%).

For Gen Z's older counterparts, brainstorming with co-workers was the clear winning strategy to encourage engagement, with 44% of all workers choosing this option.

Brainstorming was also the top pick for hybrid workers, chosen by 50% of hybrid working respondents.

Additionally, 78% of all workers reported being more engaged visually than auditorily, showing dynamic visuals as a key ingredient for keeping people engaged, especially in virtual environments.

What would make you feel more engaged during virtual/hybrid meetings, training or presentations? (Among Gen Z workers)

59%

said a little dose of friendly competition could be an effective remedy

51%

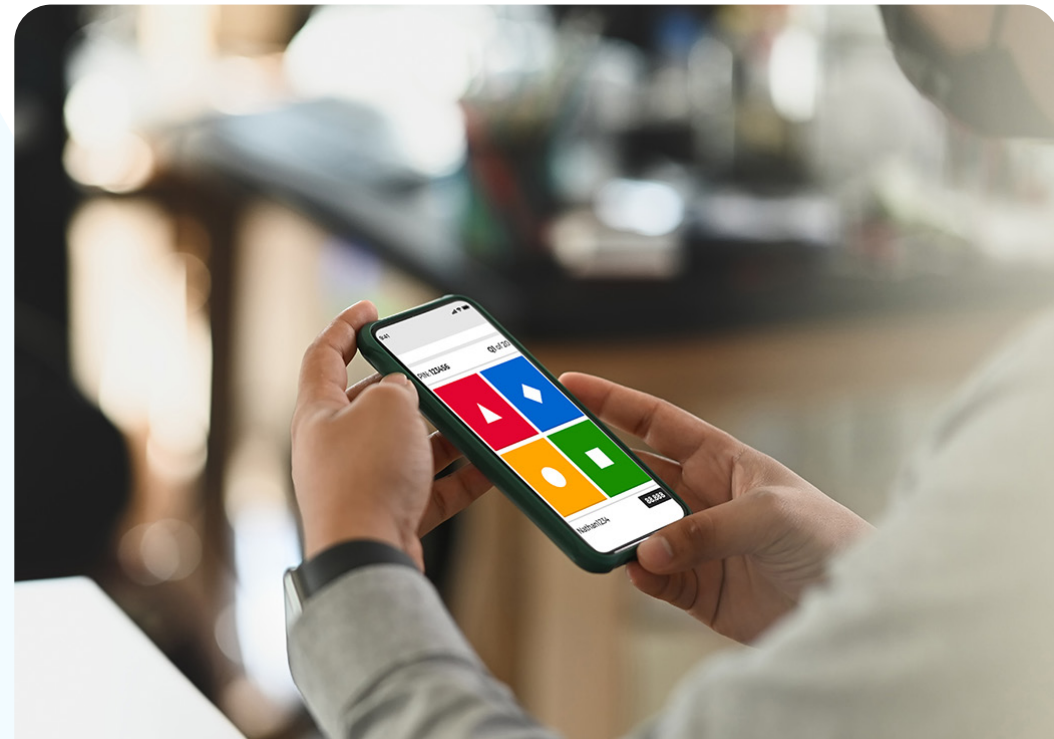
said brainstorming with co-workers would help them become more present and engaged

38%

said more rich and interactive media would help

“The last winner of our regional Kahoot! tournament got a huge motivational boost at work, thanks to the recognition of his colleagues. That’s bigger than any physical award we can give to them.”

Carmen Salcido, Project Leader, Coppel



Methodology

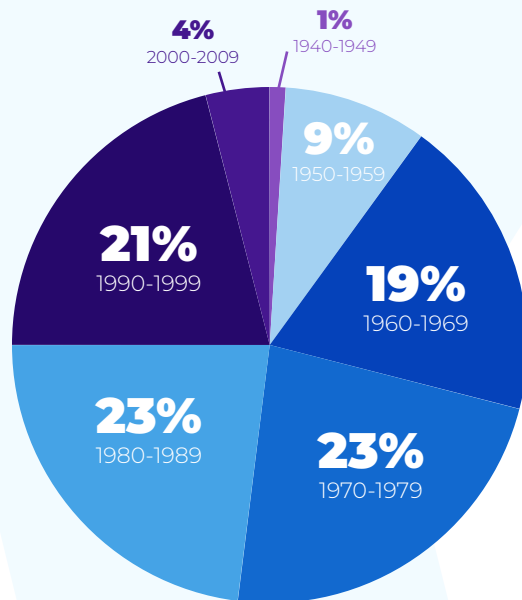
This survey was conducted online within the United States by market-research consultancy Researchscape on behalf of Kahoot from August 18 to September 12, 2022. The results in this report are from an online survey of U.S. workers employed in firms with 250+ employees; 1,635 responses were collected.

For general inquiries, email 360@kahoot.com

For press inquiries, email press@kahoot.com

Demographics

What is your birth year?



Do you describe yourself as a woman, a man, or in some other way?

