

Results

Survey: Perks. Are they actually?

Introduction

This independent survey was distributed on Oct. 29, 2019 accepting responses until Nov. 24, 2019. 256 acceptable survey responses were submitted.

Looking through companies websites, one finds little or no reference to their benefits, perks, and most importantly - values and culture. What is this telling potential candidates?

We should strive to know our employees to the degree we know our costumers/users. Not just general info, behavioral characteristics, the best ways for them to do meetings, greetings, coding, interviewing or alone time to accomplish a task and more. Affective Culture (as) Strategy, must be data-based.

The survey results shine light on an existing gap, between employees and employers perspectives, of 'Perks' and Human Resources.

Quick Look:

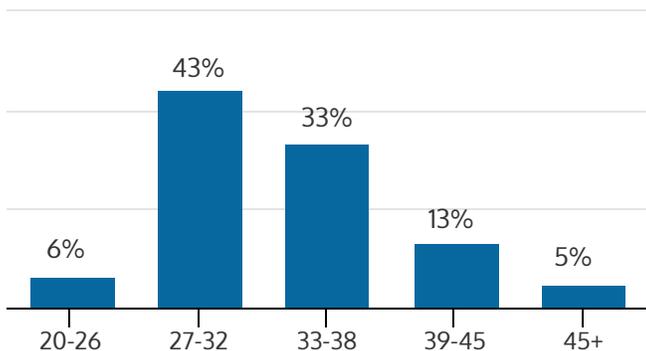
50%	55%	43%	60%
Gender Rep.	Parents	Ages 27-32	Work in Tel Aviv, IL

43%	81%
FLEXIBILITY	SWAG
Most Important Perk	Least Important Perk

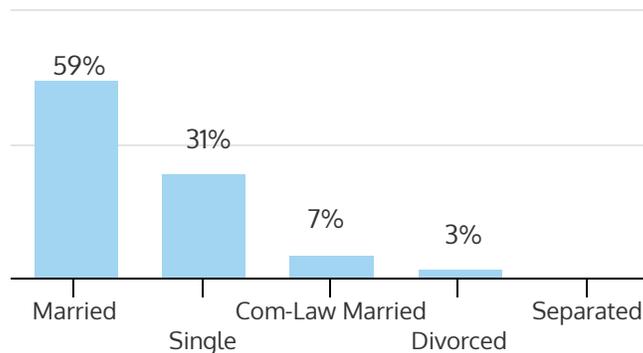


Results: Personal Info

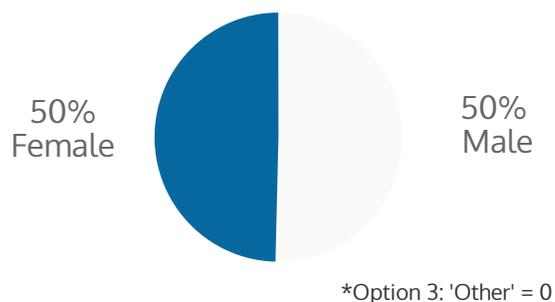
Age



Personal Status



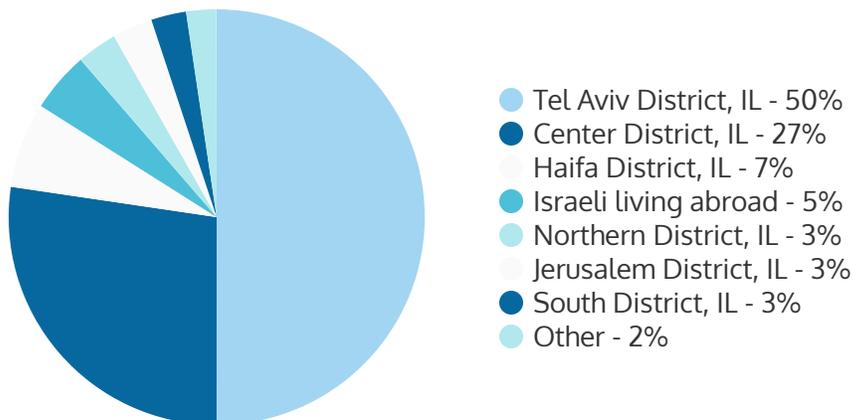
Gender



Have Children

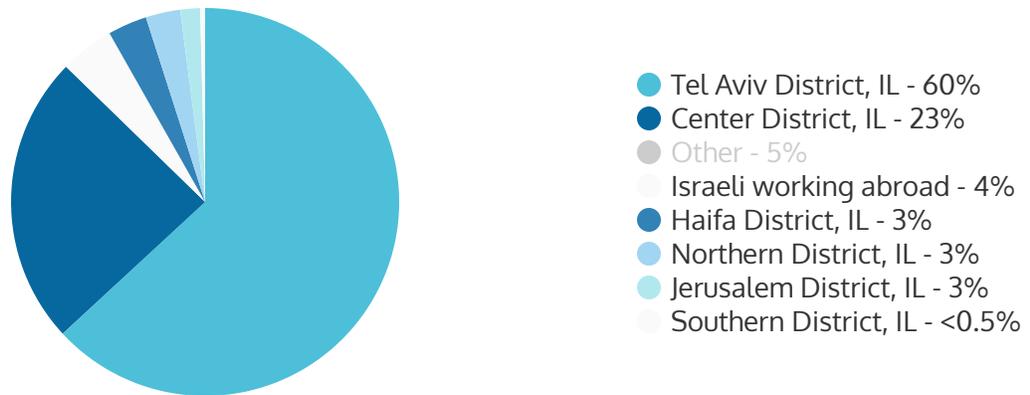


Living Area:

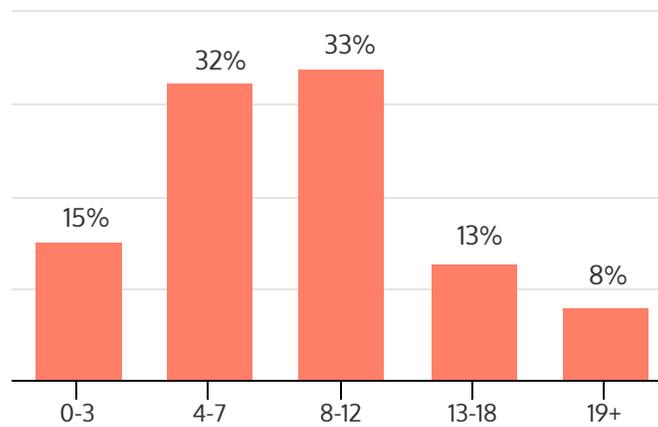


Results: Professional Info

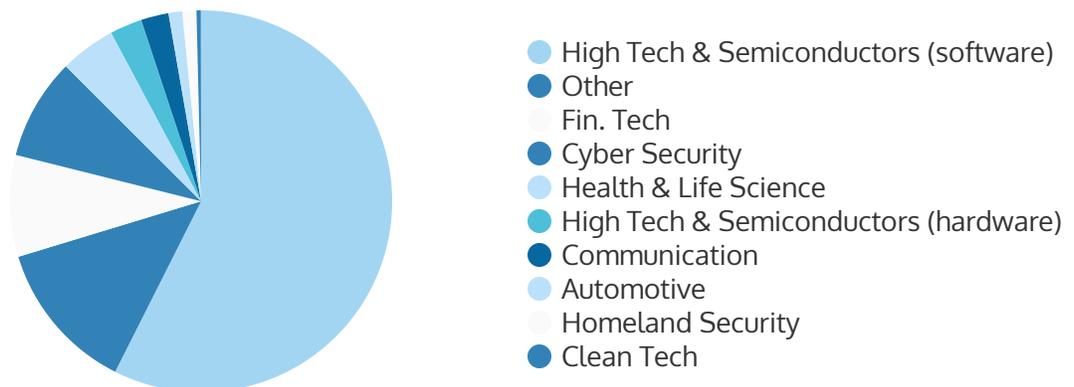
Working area:



Years of Experience:



Industry:



Results: 5 Most Important Perks

1

43%

Flexibility

"Hours" don't count, productivity and task completion do. Remote work



2

40%

Work-Life-Balance

Boundaries are made and respected



3

34%

Career Development

Encouragement and guidance to self development



4

26%

Constant Learning Culture

Life & Professional skills, tuition reimbursement, online/offline opportunities to grow



5

22%

Extended Paid Parental Leave

Allowing mothers an easier return, and fathers time with their newborn



Results: 5 Least Important Perks

1

81%

Branded Swag



2

68%

On-site Personal Care Services

Hair Stylist, laundry services



3

63%

Gym Membership



4

50%

On-site Wellness

Yoga, massages, healthy snacks



5

36%

Social Events

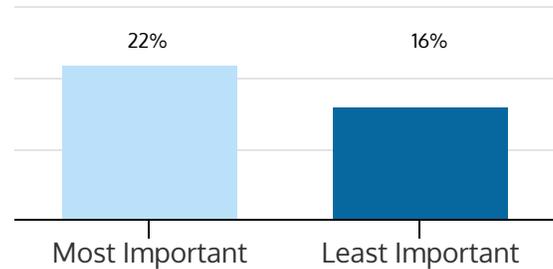
Frequent company and team bonding events



Results: Acknowledging the MIDDLE

Extended Paid Parental Leave - Allowing mothers an easier return, and fathers time with their newborn

Although this ranked #5 most important perk, there is a large percentage that do not have children and this perk will not attract them.



Social aspects are important

Events, bonding, friendships, food, as well as, acknowledging wins, letting loose and creating new experiences are highly important.

Their frequency, quality, and disconnection is the matter.

Asking employees what they actually want, may seem overwhelming.

Provide options, narrow it down, listen to what they are requesting, be agile and patient.

Get to know all your people.

Anonymous comments:

Very important perk for me: to be allowed to bring my dog to the office

There are other things you didn't put in the survey, as parking lot and more

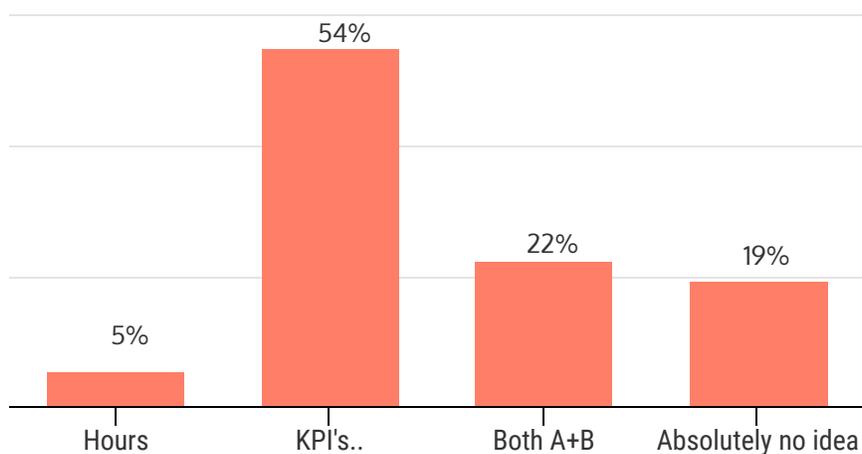
Choosing the 5 most important perks (from the list) was difficult, choosing the 5 least important perks was easy....

I think the competition between hitech companies on who offers the best perks had blown completely out of proportions and so much good money is spent on showoff and not even on the stuff that actually motivates employees. Many companies still haven't learned that what eventually helps retaining employees is their engagement with the product they are developing, engagement with the brand, engagement with the company culture and DNA. And that DNA is not defined by yogurt stands, branded t-shirts and the quality of catering at a party.

When your company's values and the way the company acts don't aligns your values are worth ****

Results: My work and performance are measured by

- A. Hours
- B. KPI's; Monthly/quarterly measured tasks
- C. Both A + B
- D. I have absolutely no idea



This topic surfaced a confusion, from both managers and employees, in regards to how ones' work and performance are actually measured. Clearly knowing what you are being measured on reduces stress, minimizes expectation gaps, allows growth opportunity, and is the base for building trust and adapting a flexibility culture.

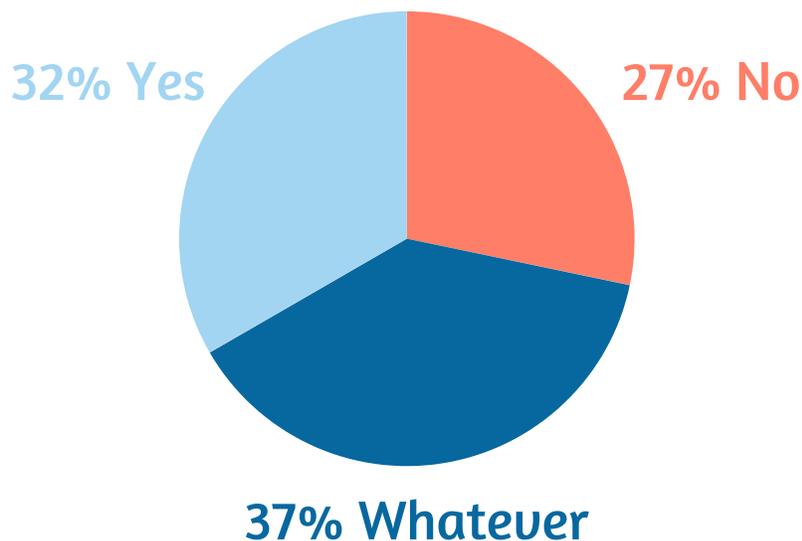
[See page 12 for more on this]

Results: Do you trust your HR?

Optional Question

- A. Yes
- B. No
- C. Whatever

96% survey respondents chose to answer

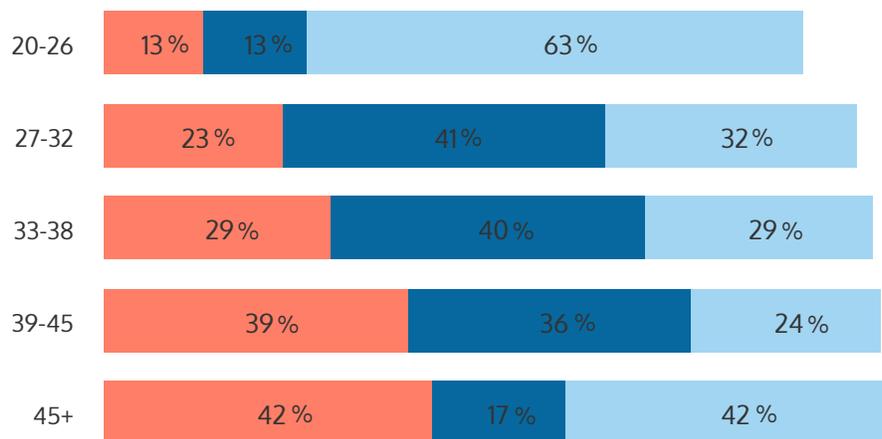


Results: Do you trust your HR - By Age?

I was immediately intrigued to see how different values, such as: gender; living area; experience, and more, were reflected when filtered with results of trusting HR.

'Do you trust HR - by age', is the most interesting correlation.

No Whatever Yes



This bar brings up several theories, which require additional data to be further investigated.

Results: Anything you'd like to anonymously add

Optional question

14% survey respondents had something to share.

Let's begin with HR related comments.

About the HR question , I'm trusting them but I do not believe I am in their top priority concerns. Moreover to be general I prefer my perks will gain self improvement rather than more money or cool staff , long run benefits

We don't have HR

I trust my HR up to some point .
It also depends who :)

I want to be trusted .
To have growth path
To be challenged
And to have great social life at work

Dont have an hr in my company

The most common responses when talking about HR:

"I don't trust HR have my interest above the company..."

"I don't trust HR to improve a bad situation with my manager.."

Dig a bit deeper and understand that "I don't trust.." is also "Fear of Instability" - "losing my role/income/reputation/good relations..."

Trust is not a territory default with anyone, it's something you actively work to gain overtime, with actions behind your words.

Results: Anything you'd like to anonymously add

Optional Question

Work and performance measuring related comments:

I'm an advocate for sane work hours and balance ("It doesn't have to be crazy at work" book for example). Current company doesn't actually represent that.

Plus - it'd be really interesting to see how much experience in the industry affects the perks people appreciate - waiting for results Einat!

In Germany we are allowed to take paid parental leave. My colleagues are afraid of taking it because they fear losing their job.

לא בחרתי בחופשה ללא הגבלה בגלל שאני יודעת שזה יוצר תרבות שאנשים לא לוקחים חופשות, אבל אם באמת הייתה לי אפשרות לעבוד פחות שעות ולקחת חופשות ארוכות זו הייתה אחת מההטבות החשובות מבחינתי

Hebrew <> English comment translation: I didn't chose 'Unlimited Paid Time Off' because I know that creates a culture in which people do not take time off, but if I had the opportunity to work less hours and take long vacations, this would be one of the most important benefits for me

'We're a cool startup, we don't check hours or have a time reporting system at the office' - said the VP Product

"Nice, tell me more! How do you measure your team? Who sets the KPI's? How often?"

- Well, we don't measure tasks, that's impossible.

"What do you mean? If you don't measure your team by tasks or hours.. how do you?"

- It's a vibe of who does what, and we see who comes in early and stays late..

"So you DO measure by hours, just not by reporting them. Remember when you worked at your first startup, it was small and there was no time tracking system, but all 40 employees sat in a small office and no one would actually leave before the founder/VP/CTO left, because you felt the need to stay late to "prove yourself", or felt the 'a manager looking at you and the clock' situation, when you did? You are now that manager.

#True_Story #Dont_Be_That_Manager

Results: Flexibility - Most Important Perk

"Flexibility is a way to define how and when work gets done and how careers are organized" - Dana E. Friedman

Employees are expecting their employers to take stand in current social struggles, supporting important activism where governments are lacking {Edelman Trust Barometer, 2019}.

The current workforce is the first to acknowledge the importance of work-life-balance, and are demanding their employer to respect such boundaries.

'Flexibility' generates and promotes an equality based culture, encourages knowledge sharing, reduces stress and is a leap into the overdue, Modern Workforce.

Easier Access to the Workforce

Equality Promoting - the variety of communities that will benefit from this is unbelievable, and have the opportunity to easily merge into the workforce, aligned to their skill set and capacity.

Environmental Advocate - less cars on roads, less pollution and traffic

Human Advocate - reduce stress, encourage growth, provide meaning

Companies have the power to create impacting immediate change, and provide meaning for its employees.

We are currently witnessing companies participate in an environmental change by removing single-use-plastics from offices and reducing packing waste.

What's next?

Thoughts & Discussion

The survey results shine light on an existing gap between employees' and employers' perspectives of 'perks' and Human Resources.

Looking through companies websites, you find little or no reference to their benefits, perks, and most importantly; values and culture.

Data-Based Culture Strategy - We should strive to know our employees to the degree we know our costumers and users. Not just general info, more of their behavioral characteristics, the best ways for them to do meetings, greetings, coding, interviewing or alone time to accomplish a task, and more.

Less than a decade ago, cool offices, extravagant parties and swag were the main way of attracting talents. All-nighters at the office were the rave and "pampering" was the way to sustain this. I believe the fact that the last financial bubble burst was roughly a dozen years ago, allowed for bigger budgets for such accommodations. It is unfair to point finger at a "*Spoiled Generation*" for expecting fruits and snacks, when the employers are setting these norms.

The most and least important perks chosen, reflect a more matured workforce. Employees are looking for purpose and meaning in both professional and personal aspects, and are seeking employers which encourage this. Looking at the past few years, we are witnessing more and more employees quitting, due to "burn-out" (which was recognized as a health epidemic by the National Health... in 2019).

It's finding the balance.

Society is at a changing point; "Millenials" will represent ~75% of the workforce within the next two decades, ongoing technology leaps, atomization, global warming, governmental political matters, are just a handful of the current and future realities, we must aim to align with.

Four Day Work Week - Closer than we think?

We are already witnessing huge corporates and organizations moving to four day work weeks. There are numerous reports and case studies showing it's benefits towards increases in productivity, profitability, employee satisfaction and engagement. I predict we will be witnessing more and more companies making this move over the next couple of years.

Recreate the standards. **Lead** by example.

Make promises you can keep

Combine various thinking patterns

Always ask yourself why

Appendix A: Company Name

Optional question

48% survey respondents provided their company name

Yotpo RTI International
Palo Alto Networks Microsoft Sparks Lab
Outbrain Imdsoft Homeis Offispaces
Siemens Ernest & Young Dell EMC Grubhub Pipl Triplelift
Splitit Iguazio Elal Cortica Climacell Fundbox Ness Trax
Verint GE Healthcare AppsFlyer eBay Intech Siemplify
PayPal Intel Gett Autodesk KLA CultureTrip Payoneer
invision Ebates Actelis Networks Inc. Fiverr Medtronic
Startapp Biosense Webster Matific Taboola
Wix Alpha bio Globo Doodle Fabric SentinelOne
Millennium HP Software ironSource
Prima Hotels Nordson Medical Shimonov & Co.
Zeitgold GmbH TravelSuit

Company names presented randomly

Appendix B; Perks

Woohoo! You got a great new job, you're happy with the salary and social benefits and get the chance to pick your perks!

1. Choose the 5 perks you consider to be most important to you
2. Choose the 5 perks you consider to be least important to you

Options;

1. Career Development - Encouragement and guidance to self development
2. Unlimited Paid Time Off
3. Flexibility - "hours" don't count, productivity and task completion do. Remote work
4. Up to date technology and equipment
5. Branded Swag
6. Constant Learning Culture - Life and professional skills, tuition reimbursement, online/offsite opportunities to grow
7. Gym Membership
8. Life Coaching and Counseling Services - financial, legal, personal..
9. Work environment - Cool offices; games, free snacks, beer, "10bis"
10. Extended Paid Parental Leave - Allowing mothers an easier return, and fathers time with their newborn
11. On-site Personal Care Services - hair stylist, laundry services
12. Social Events - Frequent company and team bonding events
13. Standard holiday gifts, recognition rewards
14. On-site Wellness - Yoga, massages, healthy snacks
15. Work Life Balance - Boundaries are made and respected
16. Customized Perks Pool - Allowing you to choose the perks that suit you best

Thank you for reading!

I hope you find this report informative and inspiring, as much as I do.

I will follow up with report sub-chapters, a mix of the data, practical practices and thoughts.

Like to read more about something specific? Begin a discussion?

Send me a message!

[Einat Truger](#)