

LEADING CHANGE AT WORK

Employers face 'creativity' challenge, not worker apathy

The majority of workers are seeking more stimulation and creativity in their job, suggesting that employers need to do more to provide fulfilling work

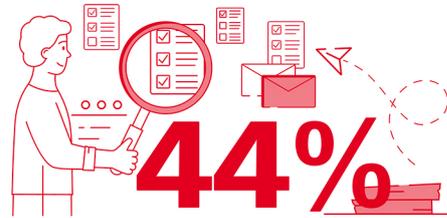
A survey of **6,000** workers across Europe reveals that:

65% are enthusiastic about what they do, yet there remain frictions and roadblocks to them becoming more productive and creative.



64% would find work more enjoyable if they had time for creative tasks.

Almost half (**44%**) say they are ready to change jobs if the 'right offer' came along.



39% of workers' days are occupied with administrative tasks or overcoming technology issues – meaning less time to focus on projects that deliver real value to the business.

72% say they enjoy learning from others who are physically around them.



Yet almost a third (**29%**) are put off the office because booking a desk is too hard.

In such a challenging environment for the workforce, with shifting work patterns post-pandemic and a cost-of-living crisis, enterprises must find ways to foster a culture where fulfilling types of work and careers are a priority. This means providing the tools required to do away with pointless admin, remove insufficient systems, and focus on tasks that raise the bar. Those enterprises that do nothing risk workers turning elsewhere.

For more insights into unlocking creativity within your business and driving fulfillment through work, visit www.ricoh-europe.com/insights

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