

Region & Market Snapshots

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Prepared by Edelman Data & Intelligence

Finland

Trend 1: There's a new "worth it" equation.

- 43% of workers in Finland are more likely to prioritize their health and wellbeing over work than before the pandemic (*vs. 53% Global avg*)
- 16% of workers in Finland say they actually left their jobs in the past year (*vs. 18% Global avg*)
- 37% of workers in Finland are somewhat or extremely likely to consider changing employers this year (*vs. 38% in 2021, 43% Global avg*)
- 47% of Gen Z and Millennials in Finland are somewhat or extremely likely to consider changing employers this year (*vs. 49% in 2021, 52% Global avg*)

Trend 2: Managers need to be empowered to create team norms.

- 66% of people managers in Finland wish they could do more to implement change for their team but do not have the influence or resources (*vs. 74% people managers globally*)
- 54% of people managers in Finland say leadership at their company is out of touch with employees (*vs. 54% people managers globally*)
- 53% of business leaders in Finland fear productivity has been negatively impacted since shifting to remote or hybrid (*vs. 54% business leaders globally*)
- 79% of workers in Finland say they are as productive or even more productive compared to a year ago (*vs. 81% Global avg*)
- 39% of business leaders in Finland say their company is planning to require employees to work in-person full time within the next year (*vs. 50% business leaders globally*)
- 38% of workers in Finland are considering switching to remote or hybrid in the year ahead (*vs. 52% Global avg*)

Trend 3: Leaders need to make the office worth the commute.

- 29% of business leaders in Finland have created team agreements for hybrid work to define why and when to go to the office (*vs. 28% business leaders globally*)
- 44% of hybrid workers in Finland say their biggest challenge is knowing when to work remotely and when to work in-person (*vs. 38% hybrid workers globally*)

Trend 4: Flexible work doesn't mean "always on."

- Weekly time spent in meetings for the average person has plateaued after increasing over 250% since March 2020. [Global numbers only]
- After two years, chat use is still on the rise with chats sent per person up 27%. [Global numbers only]
- Workday span, after-hours and weekend work still on the rise. [Global numbers only]
- 43% of employees in Finland are open to using digital immersive spaces in the metaverse for meetings or team gatherings in the next year (*vs. 52% Global avg*)
- 33% of employees in Finland are open to representing themselves as an avatar in meetings in the next year (*vs. 47% Global avg*)

Trend 5: Rebuilding social capital looks different in a hybrid world.

- 29% of workers in Finland who are currently hybrid seek being fully remote in the next year (*vs. 51% of Global avg*)
- 59% of hybrid workers in Finland feel lonelier at work than before shifting to hybrid work while 52% of remote workers in Finland feel this way since shifting to remote work (*vs. 55% hybrid workers globally, 50% remote workers globally*)
- 60% of hybrid workers in Finland have fewer work friendships since shifting to hybrid work while 47% of remote workers in Finland say this since shifting to remote work (*vs. 59% hybrid workers globally, 56% remote workers globally*)
- 40% of business leaders in Finland say relationship-building activities are the greatest challenge of having employees work hybrid or remote (*vs. 43% of business leaders globally*)
- 65% of business leaders in Finland are concerned that new employees aren't getting enough support to be successful during hybrid or remote work (*vs. 62% business leaders globally*)
- 52% of pandemic hires in Finland are considering changing employers in the next year (*vs. 56% of pandemic hires globally*)