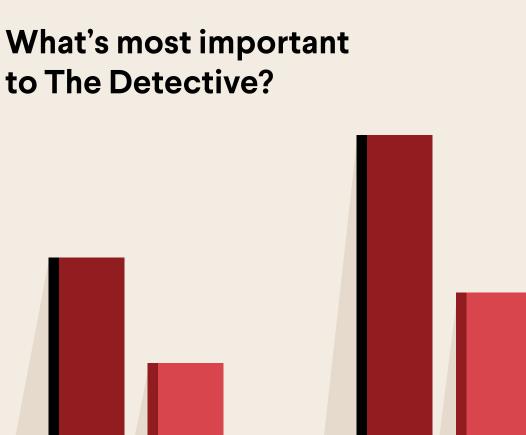
Meet the personas moving work forward

A global view of different personalities

The Detective

in the workplace





Sharing information with others on their

40%

team 40% vs 22% of all workers 61% Finding the right

quickly as possible 61% vs 34% of all workers Colleagues describe them as best at...

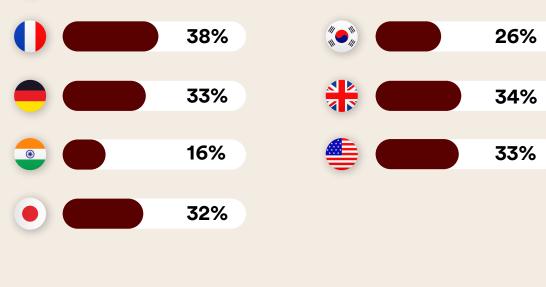
information as

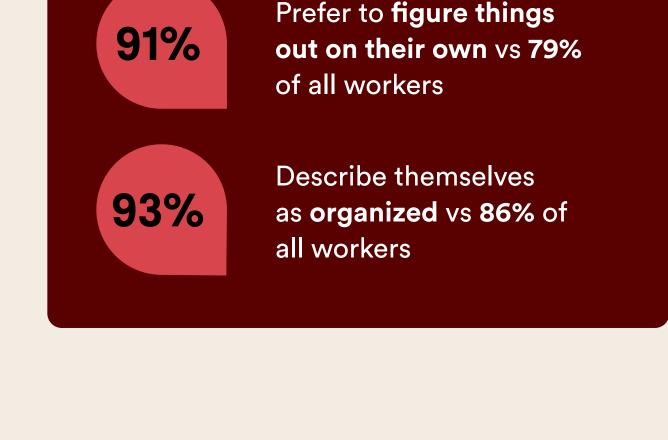
of all desk workers identify as The Detective

Innate drive towards searching for and finding solutions, answers, information; and sharing with others - naturally curious and outcomes-driven; a self-starter; always and reliably in the know

** slack

21% 31% 38% 26% 33% 34% 16% 33% 32%

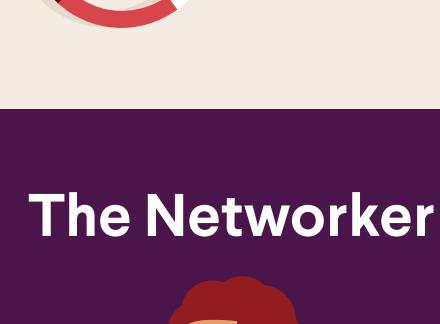




Know everything

54% vs 29% of all workers

Digging up 38% information



38% vs 19% of all workers

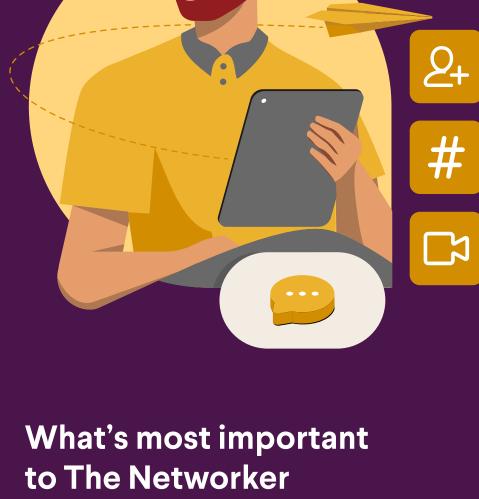
going on at the 54% company

the info they need

67%

and most likely to...







22% identify as The Networker Goes all in on connection and communication;

social; highly collaborative and engaged -

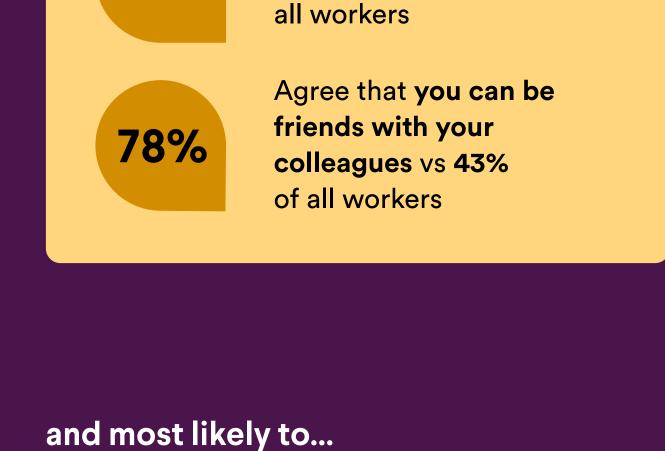
25%

extroverted; loves to connect in-person; takes notes

20%

and shares them widely, making sure everyone has

21% 18% 26% 27% 22% 26% 15%



Have friends across

teams and business

66% vs 33% of all workers

Describe themselves as

Extroverted vs 44% of

The Road Warrior



64%

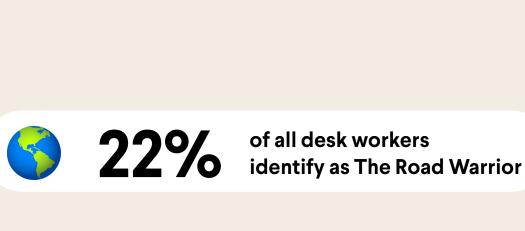
Being flexible

64% vs 34% of all workers

virtually / while 28% working from anywhere 28% vs 15% of all workers



66%



units

23% 18% 28%

Work away from their

desk vs 60% of all workers

Always working from different locations at different

times; skilled at developing connections remotely

flexible; eager to use modern workplace tools

21%

21%

20%

89%

and most likely to...

28%

and virtually - outgoing and affable; adaptable and

26%

19%

21%



Be working from a

28% vs 11% of all workers

of all desk workers

identify as The Expressionist

12%

15%

07%

09%

new location

The Expressionist



What's most important

to The Expressionist?

39%



The Problem Solver

with the team 25% vs 8% of all workers Colleagues describe them as best at...

61%

Sharing time-saving

25%

Colleagues describe them as best at... Creating connections with colleagues virtually / while 39% vs 15% of all workers

communication to express themselves and provide clarity - loves using emoji, giphy, memes; fun, witty, clever and social; don't take themselves too seriously

10%

10%

07%

06%

21%

Strong preference for visual, less formal

06%

Use emoji/GIFs to

communicate in a way

colleagues will better

vs 35% of all workers

understand, appreciate or

and most likely to... 21% 21% vs 5% of all workers

72%

Use the most fun emoji

everything; early tech adopter; master of automation - obsessed with saving time and being more productive; most likely to go all-in on Al



hacks and automations repetitive tasks

Streamlining

61% vs 29% of all workers

work tasks

54%

Saving time and getting rid of 54% vs 25% of all workers

enjoy vs 29% of all workers Agree workplace communication should 46% be Fun and Lighthearted



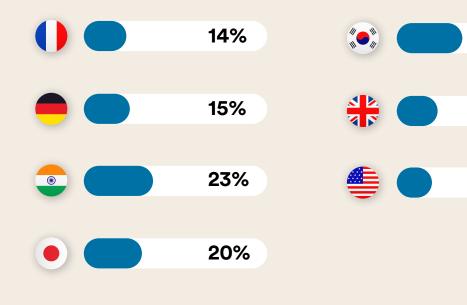
Aversion to repetitive tasks; has a work hack for

20%

22%

11%

10%



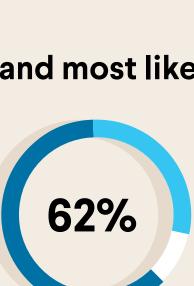
13%



Describe themselves as an

Early Tech Adopter vs 60%

and most likely to...



92%

of new technology 62% vs 22% of all workers

Be an early adopter



working from anywhere



