

2020 / GLOBAL EMPLOYEE SURVEY RESULTS

# HOW INCLUSION AND DIVERSITY IMPACT DISTRIBUTED GLOBAL TEAM MEMBERS



**Findings from the Winter 2020 Global Employee Survey:**  
Examining the Impact of Diversity on Distributed Global Teams





**In our second annual survey of employees worldwide, Globalization Partners found that diversity in the workplace—and employing a diverse combination of foreign and domestic workers—is a significant benefit to the building of strong international organizations and highly functioning global teams.**

Companies should continue to be encouraged by the enthusiasm workers are showing for their global employers and teams. However, the employee experience when working on the periphery of a distributed team is simply not as positive as in the heart of the home office. Companies who ignore the inherent disparities of this experience do so at their own risk.

The experience of working for a diverse team brings with it increased complexities that are very clear to employees themselves. Diversity of culture, language and geographic location comes with complexities that must be faced in a forthright way.

To position themselves to reap the benefits of diversity—in both employee sentiment and competitive advantage—companies must also put resources toward managing the challenges posed by it, and in some cases seek expert help in navigating them.

Global companies must make the effort to acknowledge, address and accommodate both diversity and inclusion on their global teams, or risk sacrificing the benefits of that diversity.



# HERE IS A BRIEF OVERVIEW OF OUR TOP FINDINGS

1

**More diverse cultures, and those that embrace multilingualism, are seeing better team results across the board.** 90% of global employees describe their companies as diverse—offering benefits of higher levels of happiness, inclusion, and trust. But diverse companies must be even more careful about cultural inclusion.

2

**Two thirds of companies are struggling to align with and be sensitive to local culture.** 89% of employees believe their companies would benefit from assistance from outside experts.

3

**Employees working at HQ have a better experience.** While enthusiasm for global teams remains high, employees outside the home office are 2x as likely to say they are not happy at work.

4

**33% of employees do not feel listened to, and 3 in 10 say they don't feel a sense of inclusion or belonging in their organization.** Employees' levels of inclusion and voice are affecting important outcomes such as engagement, trust, happiness, and turnover intent.

5

**One third of employees are considering leaving their teams, with the top reason being unhappiness with compensation.** Lower levels of trust and insufficient inclusion also correlate with turnover intent.

6

**Global teams are still struggling to make communications work for them.** Communications channels are falling short for global teams. 46% of employees rely most frequently on email, but only 31% find it effective.

7

**Issues, benefits, and challenges stay steady for global teams.** Teams remain challenged by communications, and the difficulty of sourcing candidates, but see real benefits in the global perspectives international teams can provide.





# RECOMMENDATIONS

Once again, we are happy to see high levels of optimism, engagement and happiness on global teams, and it is clear that the diversity that global teams provide is benefitting the employee experience overall.

For international companies looking to make a greater impact, however, we can suggest two major areas of opportunity which emerged from this year's report.

**Prepare your teams for the increased complexities of diversity.** Ninety percent of survey respondents told us that their companies are diverse, but 2/3 of them say their companies are struggling with that diversity. Nine out of ten believe that their companies need regular assistance from outside experts on local and regional culture, law, hiring, and accounting practices—but only one in three are getting that

assistance. If companies want to make diversity work for them, they should follow the advice of employees, and work with experts to prevent cultural conflicts and issues with local financial, legal, and cultural practices.

**Focus on understanding the employee experience outside headquarters.** This report shows a significant disconnect for many workers outside headquarters—who statistically-speaking are more likely to be diverse in their makeup. If companies want to continue to earn their international employees' enthusiasm, they would be smart to conduct internal research to understand their experience relative to those in the home office, and thereby find more meaningful ways to incorporate their voices and earn their trust.





## ABOUT THE SURVEY

**The Global Employee survey** was conducted by Globalization Partners® from October 31-Nov 5, 2019. This is the second annual deployment of this survey. The final sample of the survey was composed of 1,725 randomly selected fully employed persons (aged 18 or older), balanced for gender and age, who are employed at organizations with a staff size of 1,000 or more employees.

Respondents were randomly provided by independent market research firm SurveyMonkey, from our list of representative countries that included Australia, Brazil, Canada, Chile, China, France, Germany, India, Indonesia, Japan, Mexico, Poland, Singapore, South Korea, the United Kingdom, the United States and Vietnam. Surveys were deployed in English to Singapore, India, the U.S., the UK and Canada, in German to Germany, in French to France, in Portuguese to Brazil, in Spanish to Mexico and Chile, in Vietnamese to Vietnam, in Polish to Poland, in Bahasa Indonesian to Indonesia, in Mandarin Chinese to China, and in Japanese to Japan. The survey had a margin of error of +/- 2 percentage points at a 95% level of confidence. Margins of error for individual country results vary.

Looking for help in establishing and setting your global teams up for success? **Let's chat.**

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