THE EMPLOYEE TRUTH REPORT

A Partnership Between:

brand truth

and

Inkblot Analytics

INTRODUCTION

In the past few years, people's approach to employment has dramatically changed. For example, the Great Resignation era has seen employees leave work because they don't believe in the company and because they don't fit in with the company. Employees have become highly selective about who they choose to work with and more mindful about how compatible they are with their employer. This leaves many employees looking for new job opportunities. With so many potential employers the job search process can leave an individual confused and frustrated – oftentimes resulting in wasted time, money, and effort. Particularly, when an employee accepts a job opportunity only to find out after being hired that their personality is not a right fit for the company and that they are unhappy working there. Simultaneously, many employers are looking to cut costs associated with the hiring process and are aiming for optimal employee retention to maximize productivity, growth, and profitability.

> BrandTruth helps individuals and companies alike to save time, money, and frustration associated with the job search process. They provide science-based strategies to optimize internal and external agreement and alignment for companies. **The BrandTruth formula helps companies/employers identify their brand personality profile or personality traits.**

Alignment between an employee's personality and an employer's personality can help facilitate the job search process on both ends and save both parties a lot of unnecessary guesswork. To help turn personality alignment between employees and employers into measurable scorest, BrandTruth collaborated with Inkblot Analytics, a research and analytics firm specializing in psychographics. The result of this partnership is this report: The Employee Truth Report.

The Employee Truth Report is a quarterly report that focuses on employee personality profiles and Employee-Employer compatibility scores. Supported by empirical evidence, the report will provide an overview of the current employee mindset towards employment, justify the need for a more personal measure of compatibility with employers, introduce our proprietary C-Score formula (employee-employer compatibility) as a solution, and provide an empirical example of how the combination of psychology, technology, and our "secret sauce" work together to create C-Scores.

METHODOLOGY

For this first Employee Truth Report, we recruited participants from across the United States. We were able to recruit **401 participants** who completed the survey online.

Our online survey was divided into the following sections:

- Introduction and Consent Form
- Positioning Information
    – Positioning Observation
    – Positioning Problem
    – Positioning Insight
    – Positioning Solution
- Workplace Characteristics Scale
- Key External Determinants in the Job Search Process
- Demographics

We used a proprietary scale to measure employee personality profiles, the Workplace Characteristics scale. We measured five key personality profiles with the Workplace Characteristics scale for each individual with six items each: Sociable, Agreeable, Resolute, Mindful, and Creative. We added

responses to the Workplace Charisticistic scale for each respective personality profile to obtain overall personality profile scores. If you are interested in the validity and reliability of our survey, please see our technical report on the psychometric features of our scales.

While this study was quantitative, our proprietary projective test, **"Truth Detector,"** can also be used to capture study goals qualitatively. Powered by Brand Blots, Inkblot Analytics' AI-enabled projective testing platform, the "Truth Detector" measure is an add-on service providing hidden insights about employee and employer personality profiles.

Using a rigorous data cleaning and quality assurance (QA) process, we ensured that the data were:
- Produced by real people (not bots)
- Produced accurately (not randomly answered)
- Entered thoughtfully (not someone rushing through it to answer as quickly as possible)

SAMPLE

To have a better understanding of who took this survey, the following is a detailed breakdown of the sample composition.

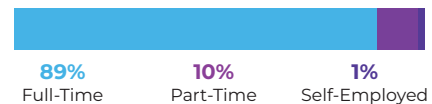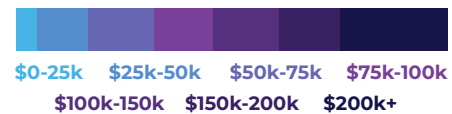**Total Sample Size**

401
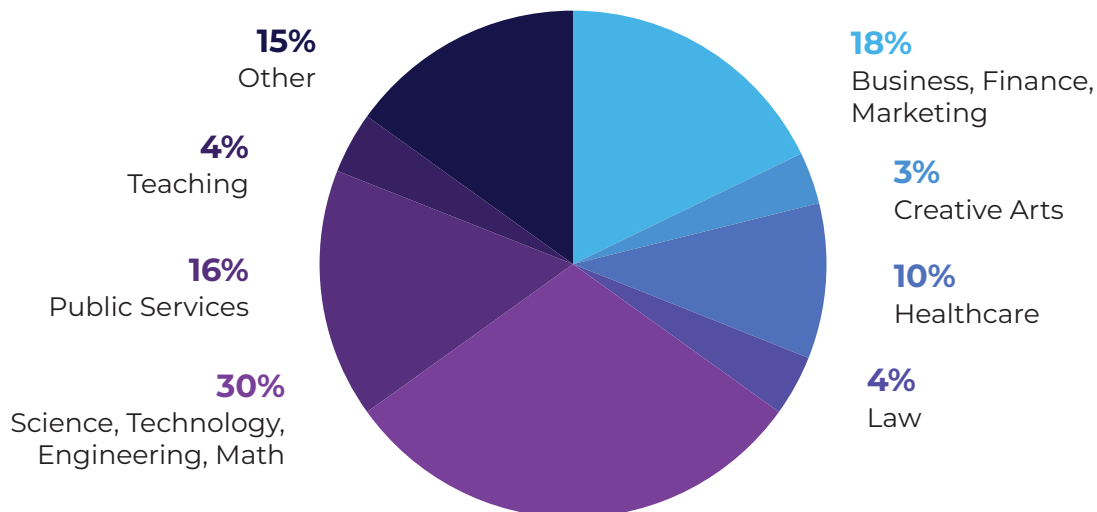Employees

Age Range

Ages
18-84

Type of Employment

89%
Full-Time

10%
Part-Time

1%
Self-Employed

Income Breakdown

$0-25k **$25k-50k** **$50k-75k** **$75k-100k**
$100k-150k **$150k-200k** **$200k+**

Industries

15%
Other

4%
Teaching

16%
Public Services

30%
Science, Technology, Engineering, Math

18%
Business, Finance, Marketing

3%
Creative Arts

10%
Healthcare

4%
Law

Overall, the sample was representative of a wide variety of individuals, which was ideal for generalizing these results to all individuals.

RESULTS

CURRENT STATE OF EMPLOYMENT • • •

In the aftermath of significant economic trends in the past few years, such as the Great Resignation, people have started to approach employment differently. In our study, **73% of individuals reported that the Great Resignation changed their viewpoint on employment** to some extent. Particularly, employees reported that their expectations of how they want to be treated in the workplace and their expectations of salary/benefits had changed the most.

When employers don't meet these expectations, productivity and employee satisfaction suffers. For example, **14% of employees identified as "quiet quitters."** Quiet quitting is when employees do the bare minimum and only perform required tasks without going above and beyond. Moreover:
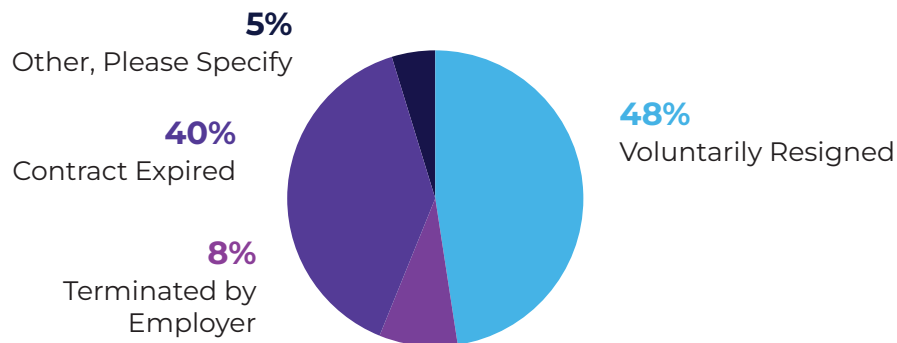
- **30%** of employees reported that **in their mind they had already quit** their job
- **12%** of employees reported feeling some degree of **dissatisfaction with their current jobs**
- **10%** of employees reported feeling some degree of **dissatisfaction with their employers**

This indicates that there is a considerable proportion of individuals that are at risk for quitting their jobs and will be or currently are involved in the job search process.

WHAT'S GOING ON? • • •

To get a better understanding of why this is the case and how to make the job search process easier, we first have to closely examine why employees are leaving their jobs and what they are looking for from their employers.

Taking a closer look at the **reasons why individuals left** their previous employers, we found that:

5%
Other, Please Specify

40%
Contract Expired

8%
Terminated by
Employer

48%
Voluntarily Resigned

Notably, **48% of individuals voluntarily quit their previous jobs**. The top 5 reasons they reported for leaving their employer were:

1. The job **paid too little**

2. The **work culture** was a poor fit

3. The company lacked a **clear vision or purpose**

4. They **disagreed** with how their past employer did business

5. Their **colleagues were difficult** to work with.

4

Including external determinants (e.g., pay), it's clear that employees found themselves at odds with their employers values and did not feel like they fit in.

On the other hand, when asked about what attracted them to their current jobs, employees almost exclusively endorsed **job qualities that aligned with their personality traits and lifestyle**. In our study, we found that employees were attracted to their current job, because it allowed them to express their:

29%   Sociable traits (e.g., meeting new people)

36%   Creative traits (e.g., learn new things)

23%   Mindful traits (e.g., organization, integrity)

24%   Agreeable traits (e.g., helping others)

22%   Resolute traits (e.g., tasks that require a level head)

Additionally, we found that employees reported that they liked their current jobs because it was **flexible and fit well with their lifestyle (36%)** and because of a **good work culture (38%)**. More specifically, employees that reported a good work culture as a reason, also said that a **good work culture included:**

53%   Culture of friendliness

45%   Creative expression

50%   Value-based culture

47%   Helpful and caring workplace

48%   Resilient environment

Further, in our study, we found that employees considered **respect, integrity, and teamwork** as the most important values an employer could have and practice.

Altogether, the results point out that employees are leaving their jobs not only because of external determinants (e.g., pay), but also because of **a lack of alignment with their personalities**. Conversely, employees are attracted to and staying with employers that allow them to express various aspects of personality traits, appeal to their lifestyles, and align with their expectations of what the work culture and the values of employers should be.

Now that we know why employees are leaving their jobs and what they are looking for from their employers, we can turn our attention to the job search process for employees looking for new jobs.

In our study, we found that **23% of individuals reported that they were looking for a new job**.

64% of people reported that they found the job search frustrating. When askedt what specifically they were frustrated with, people reported that they were frustrated because:

1. It was difficult to find a place to work that **fits well with their personality** **(30%)**
2. It is **a lot of work for little success** **(27%)**
3. Most employers **rarely bother to respond** back **(32%)**

Most individuals reported using free services such as job search websites, their professional network, and social media and **43% of the sample said that they paid for services, recruiters, and/or external help** in the job search process. On average, employees said that they spent **17.3 hours** and spent on average **$1,690** on the process. Some even reported spending up to 80 hours and $2,000.

This highlights how much money, time, and effort employees have exerted and continue to exert to find an employer that is compatible with them, calling for a more personal measure of compatibility with employers to make the process easier.

EMPLOYEE-EMPLOYER COMPATIBILITY ● ● ●

One way to facilitate the job search process is by taking the guesswork out of how compatible an individual truly is with a potential or even current employer. Inkblot Analytics and BrandTruth collaborated to address this issue and created the C-Score formula. **The C-Score formula is a data-driven approach to measure the compatibility between an employee and employer's personality**.

The C-Score formula uses a deep learning technology and combines key psychological information from employees, employers, and external job determinants (e.g., job location) to derive unique C-Scores.

C-Scores range from 0 to 100, where higher values indicate greater compatibility between employee and employer. The score adapts to external determinants indicted by the employee (e.g., pay level) and in conjunction to what the employer (e.g., pay levels employer can offer).
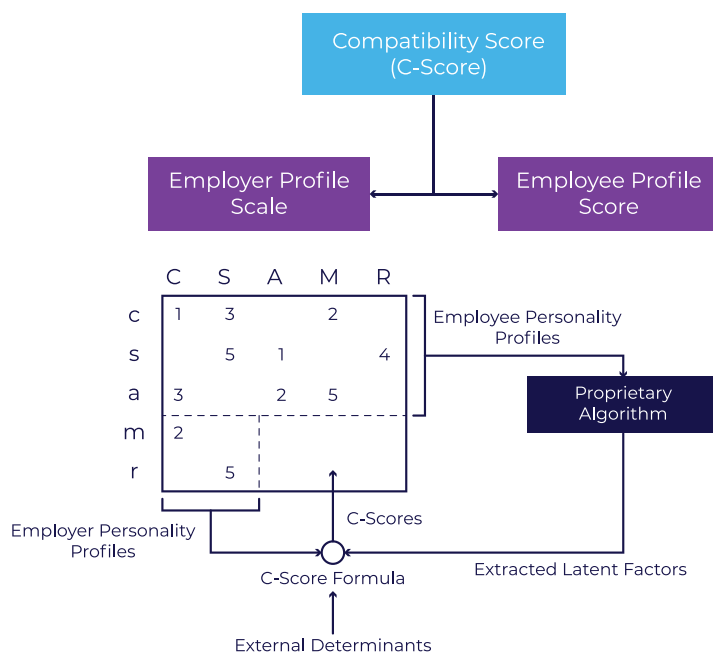
A component of the C-Score formula, employee personality profiles, was measured in this study. We used the **Workplace Characteristics scale**, a proprietary measure created to measure five key personality profiles of employees: **Sociable, Agreeable, Creative, Resolute, and Mindful**. If you are interested in the validity and reliability of our Workplace Characteristics scale, please see our technical report on the psychometric features of our scales.

Here is a breakdown of personality profiles for our diverse sample of **401 employees:**

SOCIABLE PERSONALITY PROFILE

AGREEABLE PERSONALITY PROFILE

CREATIVE PERSONALITY PROFILE

MINDFUL PERSONALITY PROFILE
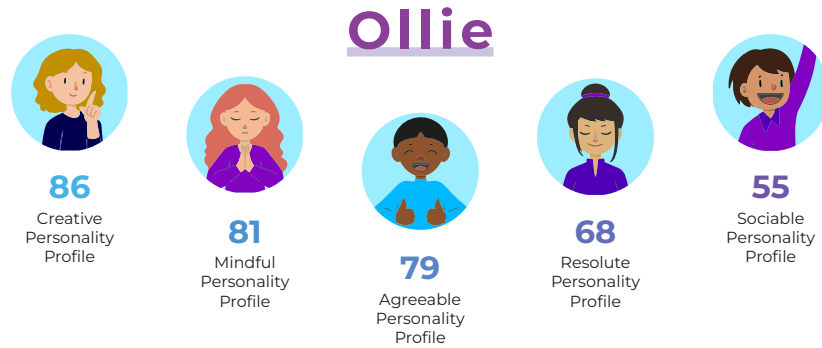

RESOLUTE PERSONALITY PROFILE
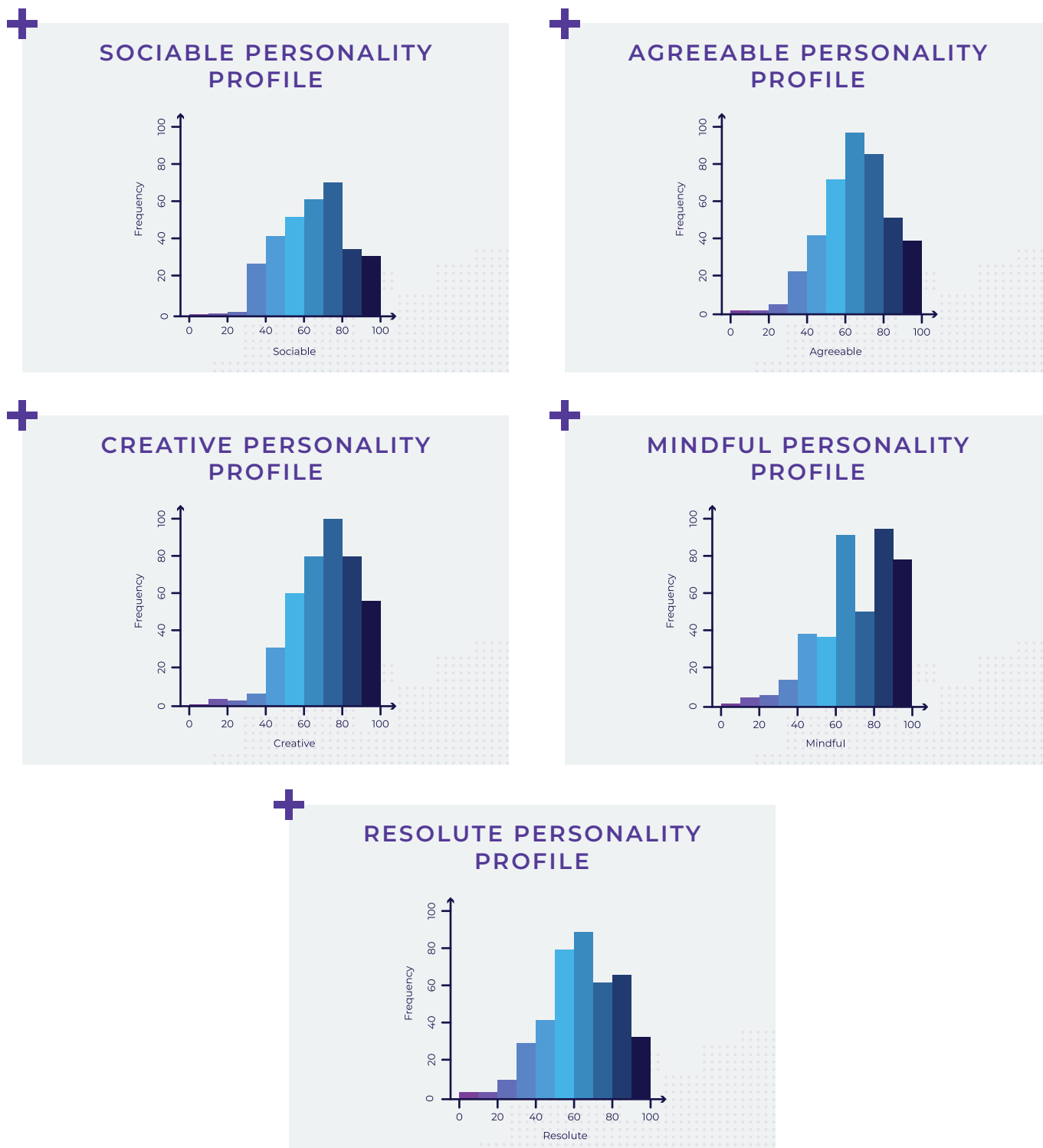
In these figures, higher scores (closer to 100) for each trait reflect the extent to which people present with that trait. The bars represent the number of individuals that got that particular score in our study. For example, the figure for sociable personality profile indicates that most people in this study were sociable and scored around a 75 on the Workplace Characteristics survey.

As you can see, in our study, **employees generally scored evenly across each personality profile**.

C-SCORE EXAMPLE • • •

Combined with other key information, these personality profile scores can be used to compute unique C-Scores or compatibility scores of specific individuals with potential and/or current employers. We randomly selected one individual from our sample to demonstrate how this works. We will refer to this individual as **Ollie** for the purposes of this paper.

Ollie

86 Creative Personality Profile

81 Mindful Personality Profile

79 Agreeable Personality Profile

68 Resolute Personality Profile

55 Sociable Personality Profile

Ollie's dominant personality profile is the **creative personality profile**. People with this dominant personality profile are best suited for **artistic careers (i.e., arts, writing, designing, writing)** and even **challenging careers (i.e., lawyer, pilot, entrepreneur)**. The personality scores also indicate that Ollie isn't highly sociable and has an average level of tolerance to highly stressful situations.

Using our C-Score formula we computed three C-Scores for Ollie with three potential employers: Apple, Meta, and Google.

Ollie — **77** C-Score — 🍎

Ollie — **42** C-Score — ∞ Meta

Ollie — **56** C-Score — Google
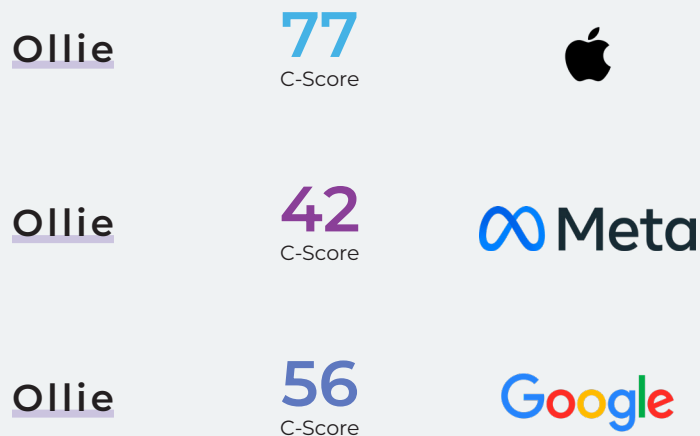
Higher scores indicate greater compatibility. As you can see each score differs, indicating how compatible Ollie is with each employer. **Ollie's greatest C-Score is with Apple**. Meaning that Ollie's personality profiles and external job preferences are a good match to Apple's team personality characteristics – increasing the likelihood that Ollie stays at his job longer and fits in well.

From the employer viewpoint, a C-Score like Ollie's with Apple would make Ollie a candidate of interest. For example, suppose Ollie chose to apply to Apple and Ollie's skill set was similar to another candidate's skill set, then **the C-Scores for each individual could help Apple decide** which individual would best fit the team's personality characteristics, taking some of the guesswork out of **likelihood of employee retention and employee-employer alignment**.

NEXT STEPS

This report is only the tip of the iceberg. More extensive research can be conducted to take a closer look at employee and employer personality profiles and C-Scores. If there are topics that interest you, we'd be happy to include them in our next round of research. Just let us know by contacting us at **info@inkblotanalytics.com**.