2021: Digital Etiquette Study
About the Adaptavist 2021 Digital Etiquette Study

4,454 leaders and workers that operate in office-based industries and departments from the US (c. 1,600), UK (c. 1,600) Canada (c. 600) and Australia (c. 600) were surveyed for Adaptavist’s 2021 Digital Etiquette study.

The survey results include responses from workers of various ages and positions; 41% of respondents ranged between 23-38 years old; 39% ranged between 39-54; 19% ranged between 55-74; and 1% were 75 years or older. The survey audience spans part-time employees to c-suite level executives and owners across industries.

Following are the key findings and corresponding charts. Please note that all percentages were rounded to the nearest whole number.
Q1. What work environment do you want in a post-COVID world?

- I want to be full-time back in the workplace/office: 47%
- I want a flexible/hybrid model (mix of remote and onsite): 38%
- I want to be remote full-time: 15%

Q2. Do you ever feel invisible on digital platforms despite your interactions/posts?

- All the time: 19%
- Sometimes (It's hit or miss): 52%
- Not at all: 28%
Q3. If you could tell your company/manager three things to improve upon, what would they be? (Choose up to three)

- Leadership needs to demonstrate more empathy for what employees have been going through during COVID and post-COVID (25%)
- Leadership should ask for employee feedback on the way work has changed (23%)
- Leadership should ask for employee feedback on the tools we are using (20%)
- Management is out of touch with the way work and productivity have changed (19%)
- Our tools for work need to be integrated for better productivity and efficiency (19%)
- Teams require transparency of organisational strategy from leadership (18%)
- My company is running well, and I have no feedback (17%)
- My manager needs more training to do their job correctly (17%)
- My current rate of work/work in progress isn’t sustainable (17%)
- Leadership should ask employees to review our current tools/software (16%)
- The way the business perceives productivity is different than the way I perceive productivity (15%)
- There is nothing that needs improvement (10%)
- Other/not listed (3%)
Q4. If you could tell your company/manager three things you need, what would they be? (Choose up to three)

- I need better tools, software, hardware to do my required tasks: 35%
- I need more training and learning opportunities: 34%
- I need my manager(s) to be more realistic: 32%
- I need the organisation to adopt a proactive vs. reactive work culture: 31%
- I need more inclusivity: 19%
- I need more diversity in our leadership: 19%
- I need more diversity in our staff: 18%
- Other / not listed: 13%
Q5. Please select the things you miss the most about your pre-COVID work/office environment. (Choose up to three)

- Working side-by-side with my team: 31%
- Chance meetings / casual meetings with colleagues I don't work directly with regularly (for social reasons): 23%
- The ability to celebrate successes / special events and give / receive recognition: 20%
- The ideas and collaboration opportunities that come from chance / casual meetings (watercooler meetings): 20%
- The clear delineation of work and personal life: 19%
- I don't miss any of these items: 18%
- The company culture: 18%
- Office facilities professional (e.g. printers etc.): 16%
- The chance to let off steam to a colleague: 14%
- Non-professional office facilities (e.g. tea, coffee, games, exercise): 14%
- The IT support team: 11%
- The commute: 10%
Q6. How much do you agree with the following statements? I generally feel...

My organisation made sure I had all the tools/software/equipment I needed to continue doing my job properly during COVID

- Strongly agree: 17%
- Agree: 45%
- Neutral/no opinion: 25%
- Disagree: 10%
- Strongly disagree: 3%

COVID required our company to adopt new tools/software to accommodate our new work requirements

- Strongly agree: 16%
- Agree: 42%
- Neutral/no opinion: 26%
- Disagree: 12%
- Strongly disagree: 4%

COVID required our company to delete tools/software to accommodate our new work requirements

- Strongly agree: 11%
- Agree: 27%
- Neutral/no opinion: 29%
- Disagree: 24%
- Strongly disagree: 9%

I have the right amount of training for the tools/software provided to me to do my job

- Strongly agree: 19%
- Agree: 46%
- Neutral/no opinion: 23%
- Disagree: 10%
- Strongly disagree: 2%
Q6. How much do you agree with the following statements?

I generally feel... (cont.)

- Our organisation has too many tools / software requirements:
  - 13% Strongly disagree
  - 32% Somewhat disagree
  - 28% Neutral
  - 21% Somewhat agree
  - 6% Strongly agree

- Our organisation has too many tools / software applications that perform the same function:
  - 13% Strongly disagree
  - 30% Somewhat disagree
  - 30% Neutral
  - 21% Somewhat agree
  - 6% Strongly agree

- I spend too much time navigating between tools to do my job efficiently:
  - 13% Strongly disagree
  - 32% Somewhat disagree
  - 26% Neutral
  - 23% Somewhat agree
  - 6% Strongly agree

- I am able to turn off tool / software notifications during the day to reduce distractions:
  - 14% Strongly disagree
  - 39% Somewhat disagree
  - 29% Neutral
  - 14% Somewhat agree
  - 4% Strongly agree

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Q7. Approximately, how long do you spend during the day looking for the information you need to do your job (e.g. searching emails, chat conversations, saved documents, etc.)?

- 3+ hours: 4%
- 2.5 hours - 3 hours: 2%
- 2 - 2.5 hours: 4%
- 90 minutes - 2 hours: 5%
- 1 hour - 90 minutes: 11%
- 51-60 minutes: 10%
- 41-50 minutes: 7%
- 31-40 minutes: 12%
- 21-30 minutes: 16%
- 11-20 minutes: 10%
- 1 - 10 minutes: 8%
- Depends on the task / day: 4%
- None, I don’t search for anything: 9%
Q8. How much do you agree with the following statement?
I feel that I lose time in my day due to task switching...
Q9. How much do you agree with the following statement?
I feel that I lose time in my day due to tool fatigue...

![Bar chart showing the percentage of responses to Q9.]

- **Strongly agree**: 16%
- **Agree**: 44%
- **Neutral/no opinion**: 19%
- **Disagree**: 15%
- **Strongly disagree**: 6%
About Adaptavist

Adaptavist is a global technology and innovative solutions provider, enabling organisations to boost agility and overcome the challenges of transformational change. Founded in 2005, its team spans over 500 employees globally, with a 13,000+ customer base representing more than half of the Fortune 500.

Adaptavist is a Platinum Atlassian Solutions Partner in EMEA and North America, a Platinum Marketplace Partner, and a trusted Slack partner. It offers expert consultancy including SPC-certified SAFe® implementation, enterprise apps, training, managed services, and licensing solutions. Adaptavist has also been the recipient of the Queen’s Awards for Enterprise, Deloitte’s Technology Fast 50, and The Sunday Times HSBC International Track 200 for 2020.

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