

Observations from Employee Analytics for a Forest Company

- Simplified Comparisons Between Satisfaction, Joy for Work, and Corporate Responsibility -

How Satisfaction, Joy for Work, and Perceived Corporate Responsibility Are Linked to the Desired Behavior of a Forest Company's Employees

- Joy and Responsibility are more strongly than Employee Satisfaction linked to the willingness to recommend the company to friends
- Joy and Responsibility point at less resistance to change than Employee Satisfaction
- Joy and Responsibility are linked to other driving factors than Employee Satisfaction

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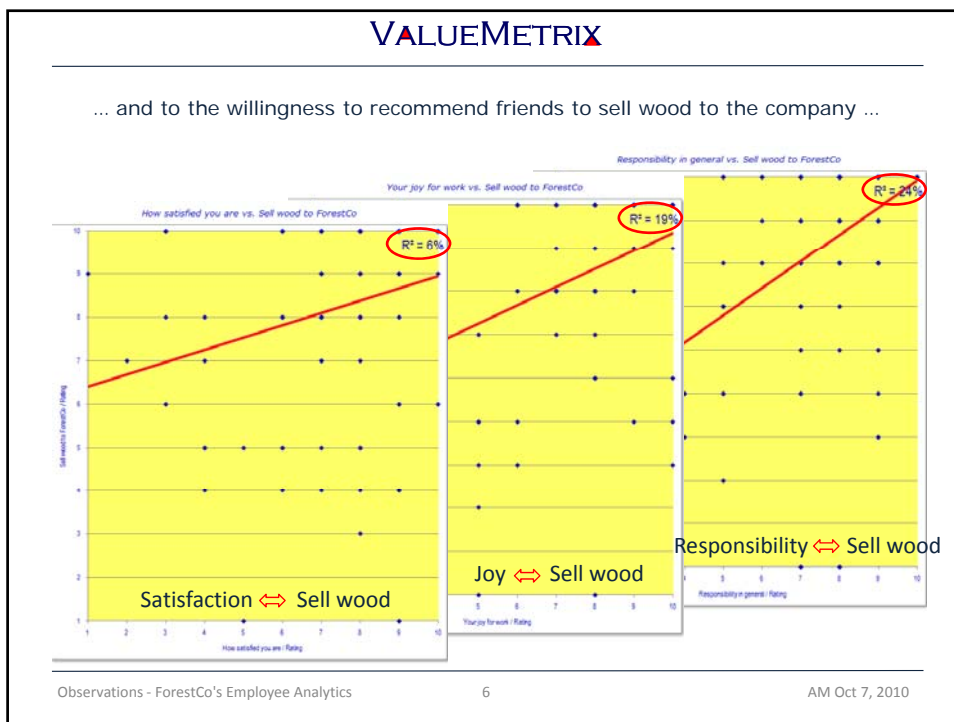
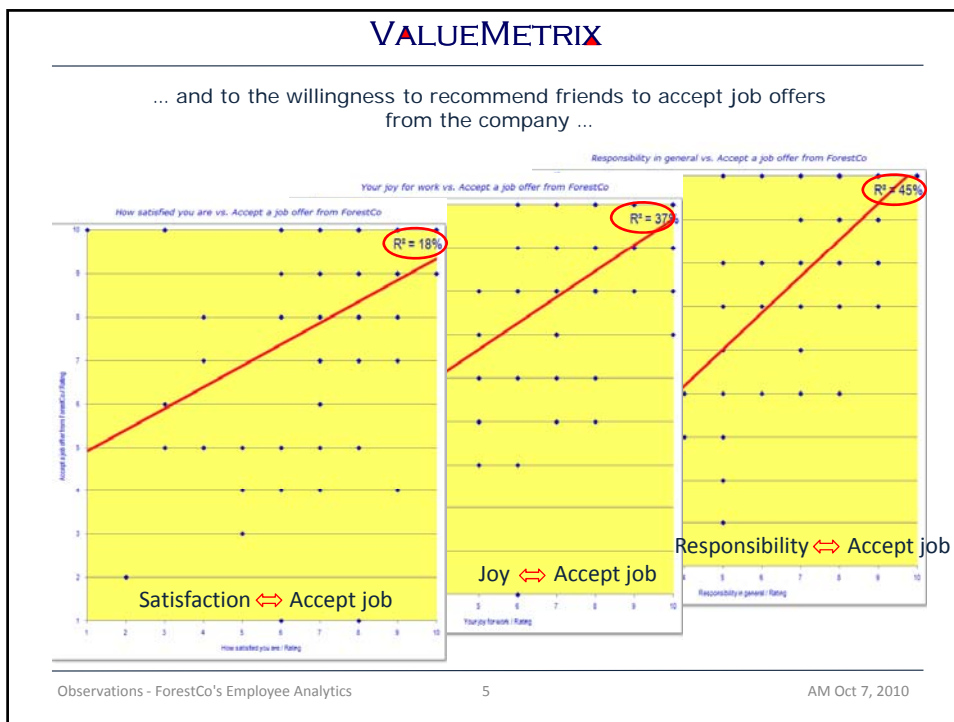
Joy and Responsibility are more strongly than Satisfaction linked to the willingness to recommend friends to buy products and services from the company ...

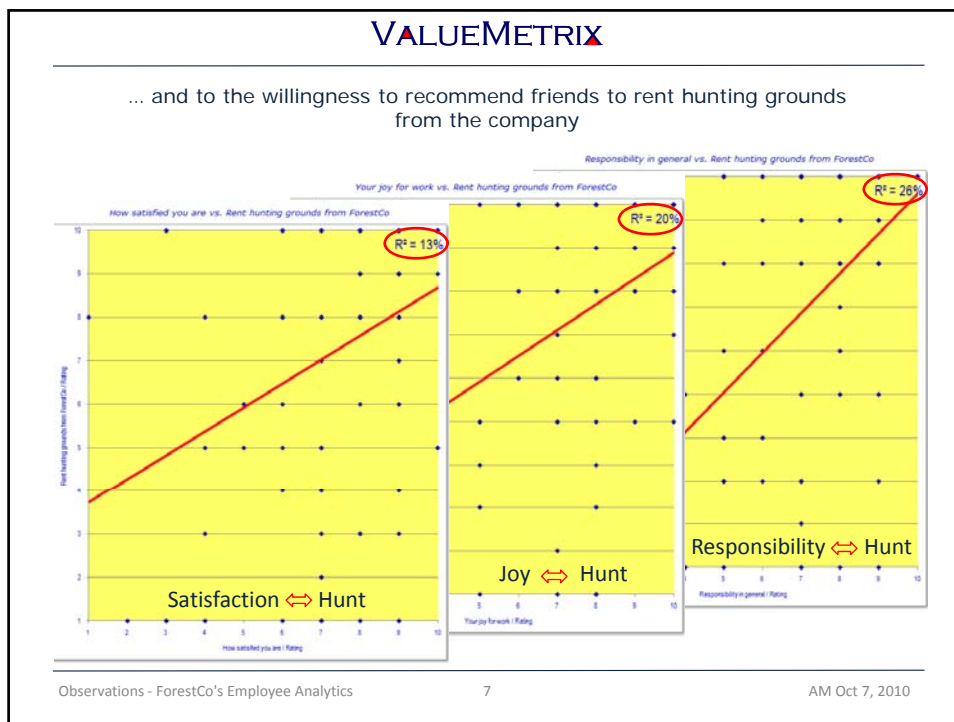


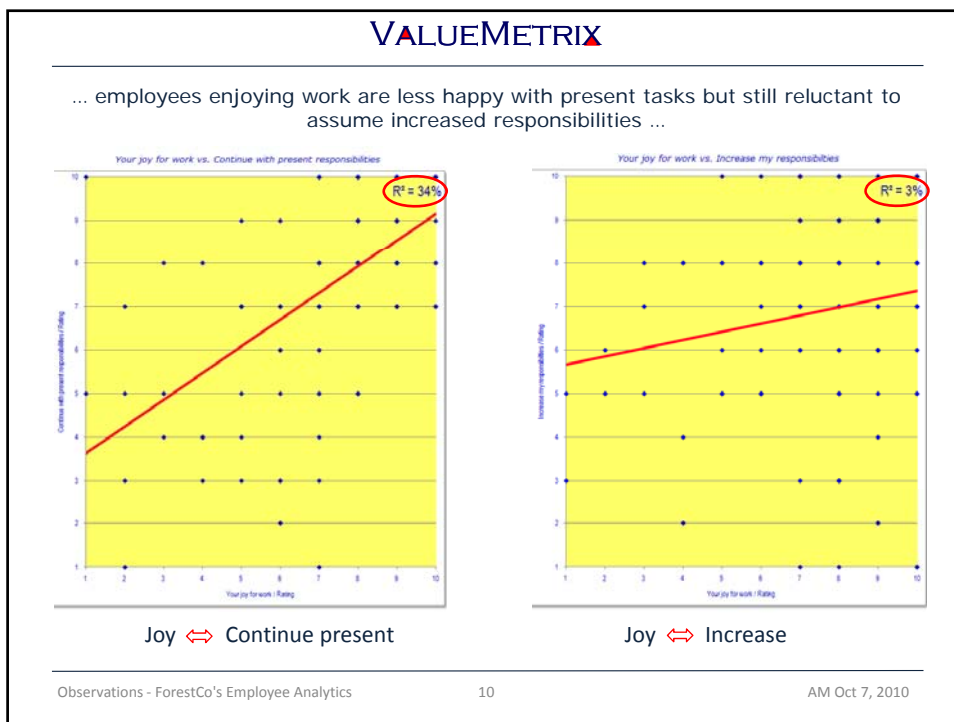
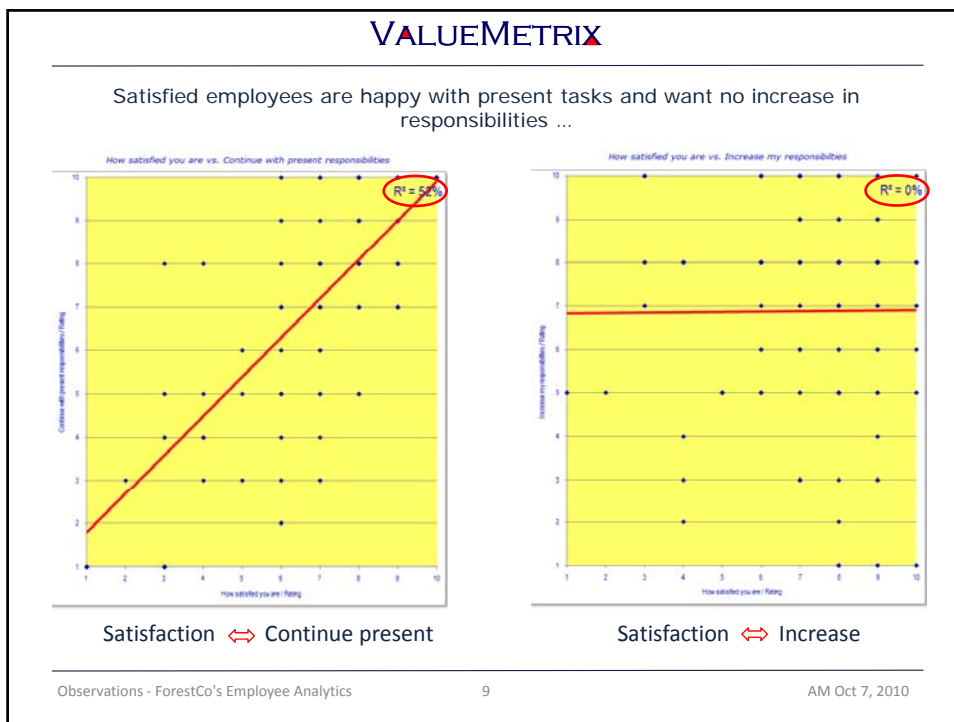
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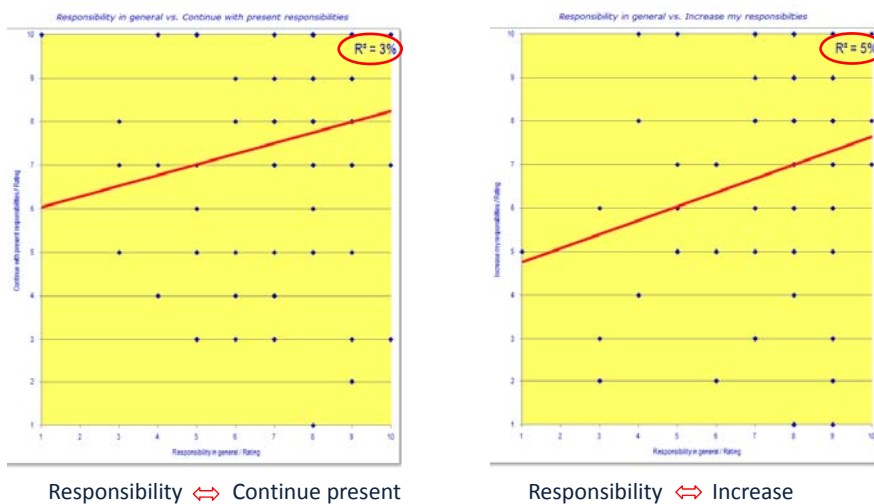






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... while the employees feel that job rotation is a corporate responsibility, yet this does not mean that they themselves need to assume increased responsibilities



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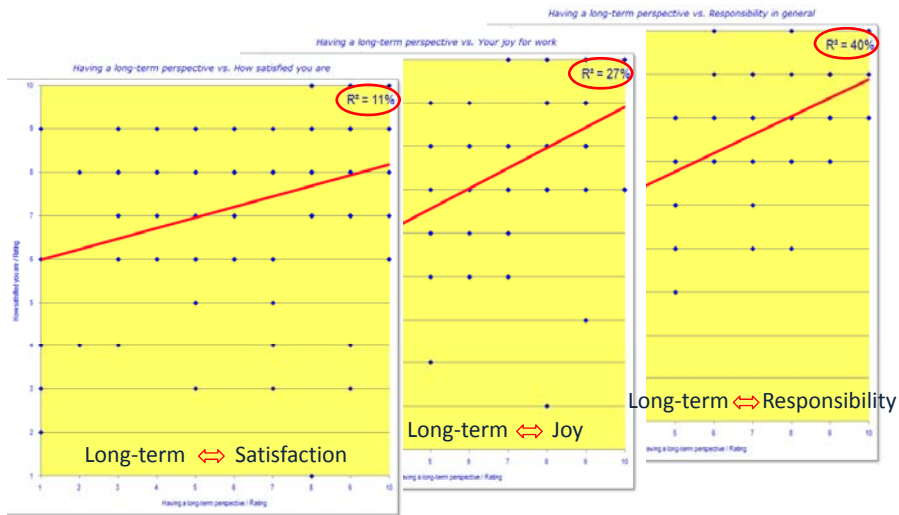
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Having a long-term perspective of the business is linked to Responsibility, to some extent to Joy, but only barely to Satisfaction ...



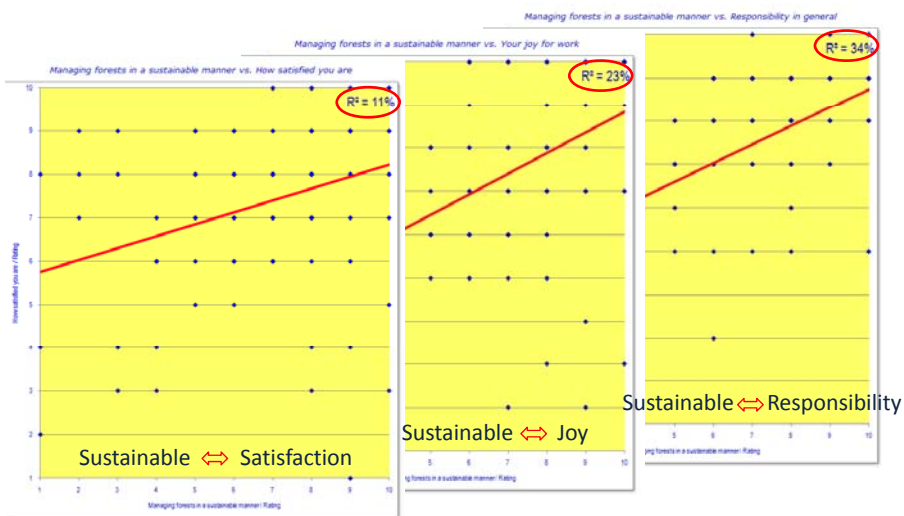
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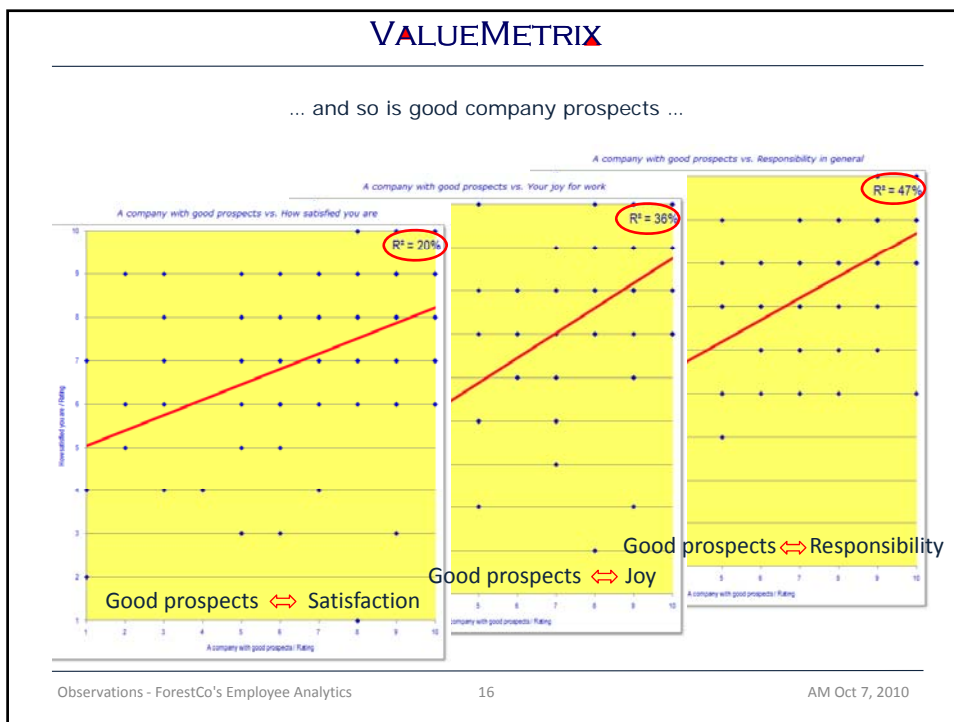
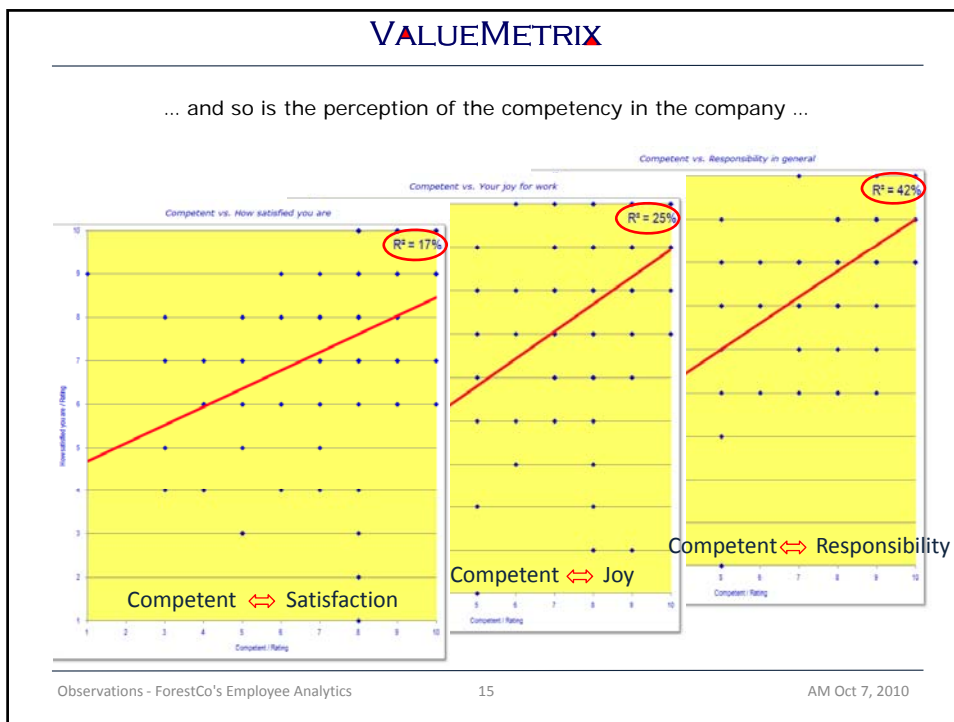
... and similarly managing forests in a sustainable manner is also linked to Responsibility, to some extent to Joy, but not really to Satisfaction ...



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... while being business-minded is primarily linked to Responsibility ...



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... and the work environment is primarily linked to Satisfaction and Joy but to a much lesser extent to Responsibility ...



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... and so is the immediate superior manager



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