



Transforming Mental Wellness for the Deskless Workforce

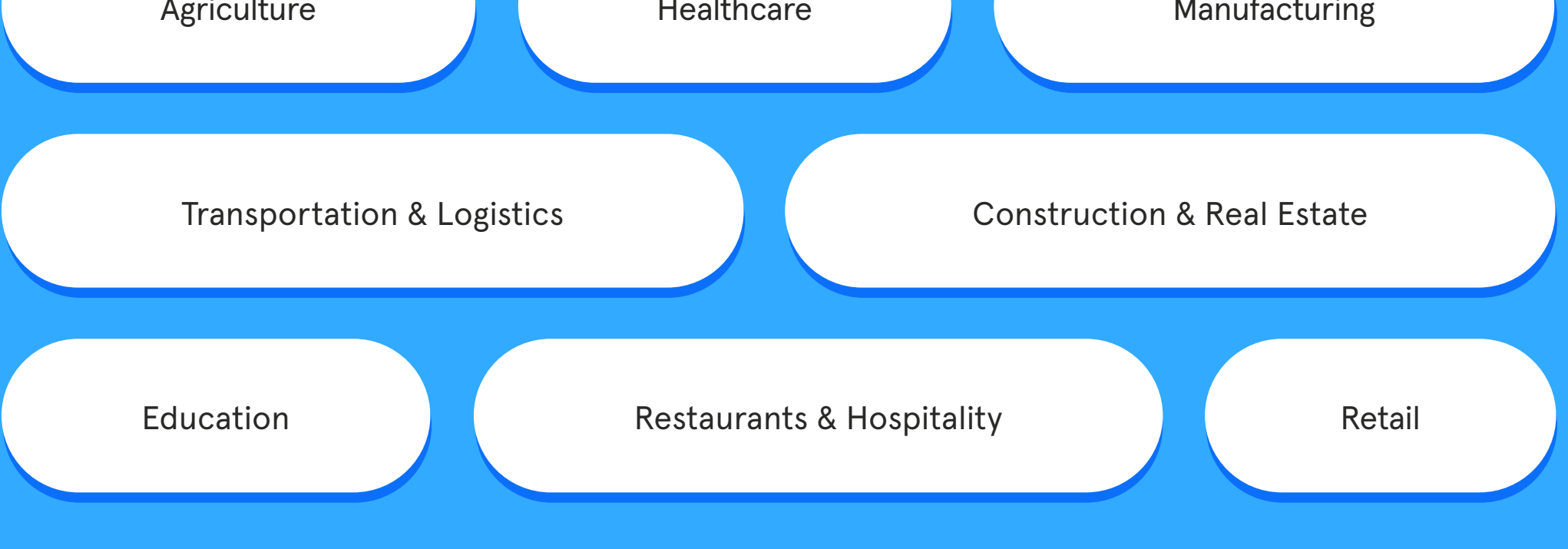
Meet the deskless majority

Most workers don't sit at a desk to do their jobs. They are known as the deskless workforce: the employees in retail stores and factories, on farms and construction sites, and in other on-the-move roles that keep things running – essential contributors to every sector of business.

80%

of the global workforce doesn't sit at a desk to do their jobs.¹

Primary industries with deskless workers



Getting reconnected

Despite their overwhelming numbers, deskless workers are often decentralized and dispersed compared to their desk-bound counterparts. These gaps contribute to critical business challenges and worker dissatisfaction.

Many organizations find it particularly difficult to reach their deskless workforce. Teams are often disconnected: working in shifts, traveling, in the field, with customers and patients, or in other environments that don't make it easy to gather. Most of these workers don't have corporate email addresses, making it even harder to reach them with meaningful communication.

84% say they don't get enough communication from management²

83% don't have a corporate email address³

Help wanted

Businesses everywhere are struggling to find and keep great workers, but the reputation of many deskless jobs as "temporary" can make them particularly hard to fill. The high turnover forces organizations to funnel resources into constant hiring.

Even when employees do stay in their jobs, workplace dissatisfaction may negatively affect their performance and longevity.

100%

turnover rate for supermarket and quick-service restaurant workers each year¹

15%

employees actively disengaged with their work⁴

74%

disengaged workers actively looking for a new job⁴

Uprooting disposable culture

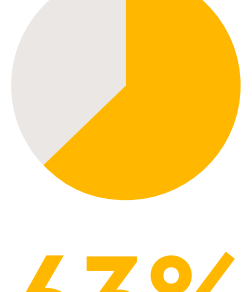
To break the cycle, we have to consider what makes employees leave. Their message is loud and clear: deskless workers feel like they have to choose between their jobs and their well-being.

DESKLESS WORKERS SUFFER FROM POOR WORK-LIFE BALANCE⁵



70%

worked while sick



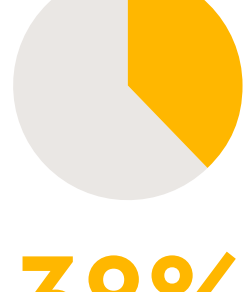
63%

missed social events or holidays



59%

lost sleep, skipped meals, or neglected personal time



38%

missed major milestone moments



26%

couldn't attend educational activities

When the stress and sacrifice become too much, deskless workers don't see much reason to stay. They don't feel connected to the place where they work or believe they are making a difference.

62%

of frontline workers say leadership doesn't prioritize building culture⁶

54%

believe their employer sees them as disposable or temporary⁵

37%

don't feel comfortable talking to their employer about the impact of working conditions on their health⁵

People want to work someplace that respects their needs and makes them feel connected. In short, they are looking for healthier communication and a stronger sense of belonging. How can we give it to them?

Embracing mindfulness

To turn things around, organizations need to build better culture and communication with their deskless workers.

Stop the stigma

Improve resources

Meet them where they are

- ➔ Make workers feel safe about expressing their needs and challenges. Encourage open communication at every level of the organization.
- ➔ Let employees know where to turn when they are stressed and need help – whether it's consistent communication with management or educational tools.
- ➔ Remember, internal communication isn't one-size-fits-all. Tailor your approach to the channels that are most likely to reach your deskless workers.

The rewards are huge for organizations. Better culture leads to more engaged employees, which leads to major improvements in performance.

Businesses with engaged employees can outperform others by more than

200%

Employees seek solutions

In all likelihood, your employees are already trying to fill the gaps. They are making efforts to improve their work life, often using technology they learn about from coworkers or discovered in their personal lives.

56% OF DESKLESS WORKERS ARE USING THEIR OWN TECHNOLOGIES FOR WORK PURPOSES⁷



Headspace for Work can help

Headspace for Work is an enterprise-ready solution for creating mindful culture that reaches deskless workers. We've seen it work for over 2,000 companies across industries.

Give employees

mindfulness in their pocket 24/7 with the Headspace app, loved by 70 million users in over 190 countries.

Help administrators

reduce mental stress with an ever-expanding library of resources they can share with employees.

DEMONSTRATE ROI WITH ENTERPRISE ANALYTICS AND OUR DEDICATED CLIENT SUCCESS TEAM

14% more focus

with 4 weeks of Headspace

32% less stress

with 30 days of Headspace

14% less burnout

with 4 sessions of Headspace

Get your teams in a better headspace

Visit headspace.com/work to learn more about bringing mindfulness into the workplace.

[Schedule a demo](#) to see how Headspace for Work can transform your organization.

¹ Emergence Capital. (2018). The rise of the deskless workforce. <https://desklessworkforce2018.com/>

² Firstup. (2020). Embracing hybrid working: DEX for deskless success. <https://firstup.io/ebooks/embracing-hybrid-working-dex-for-deskless-success/>

³ Tribe. (2020). The tribe report. <https://viewer.joomag.com/the-tribe-report-5-the-non-desk-worker-issues/043335001428434202?page=22>

⁴ Harter, J. (2021). U.S. employee engagement dots hold steady in first half of 2021. Gallup. <https://www.gallup.com/workplace/352949/employee-engagement-holds-steady-first-half-2021.aspx>

⁵ Quinyx. (2020). The state of the deskless workforce: UK report. <https://www.quinyx.com/hubfs/Assets/Deskless%20Workforce/UK-State-of-the-deskless-workforce-2020.pdf>

⁶ Microsoft. (2021). Greater expectations: making hybrid work work. <https://www.microsoft.com/hubfs/Assets/Worklab/work-trend-index>

⁷ Gallup. (2017). State of the global workplace. <https://www.slideshare.net/adrianboucek/state-of-the-global-workplace-gallup-report-2017>

⁸ Emergence Capital. (2020). The state of technology for the deskless workforce. <https://www.emcap.com/technology-for-the-deskless-workforce-2020/>