



# American Worker Survey— Technology, Media, and Telecommunications



## TMT Workers engaged and satisfied-for now

**While employees in the sector have held the power, things are set to shift.**

The Technology, Media, and Telecommunications (TMT) sector in America weathered the COVID-19 pandemic better than many other sectors, leading the charge with remote working and flexibility, as well as embracing a global workforce. Meanwhile, TMT employees have been in demand, not just from direct competitors, but from other sectors on the hunt for tech-savvy workers. This has given TMT workers a lot of control—enabling them to switch companies and industries frequently. However, as the recessionary environment emerges, it will pose challenges to some of these successes. Business pressures could see staff reductions or hiring freezes—impacting how workers react and feel in the year to come.

KPMG recently conducted the third American worker survey. We sought to understand what American workers are thinking about their organizations and opportunities. Among the more than 2,250 employees surveyed, 199 were from the TMT sector. What follows are some notable findings, in particular where TMT stood out from all American workers surveyed (referred to as “all surveyed”). We also provide insight on what this means for attracting and retaining talent.

## TMT delivering on experience

**79%** of TMT workers say their organization provides modern digital tools and other technology that are easy to use and enable them to be more productive, compared to 72% of all surveyed

**42%** say their personal productivity increased over the past year, on par with all surveyed

**42%** say their team’s ability to collaborate has improved, compared to 36% of all surveyed

The results certainly show that the investment TMT organizations have made in tools, and in their own custom platforms, has paid off in terms of employee productivity and collaboration. This could be feeding into the result that 37 percent of TMT workers say their organization’s culture improved, compared to 30 percent of all surveyed.

<sup>1</sup> TMT includes businesses in technology (software, hardware, semiconductors), media, entertainment, and telecommunications.

# Employee engagement up

**40%** of TMT workers say their level of engagement with their organization has increased, compared to the 32% of all surveyed

**32%** of TMT workers increased their desire to stay at their organization, compared with 26% of all surveyed

**77%** of TMT workers say their organization provides them with opportunities to share their perspectives about their job and organization, notably higher than 67% of all surveyed

**66%** say their organization shares results from employee surveys, compared with 61 percent of all surveyed.

The results around engagement and listening show better outcomes than all American workers surveyed. This reflects the TMT sector's efforts to create environments conducive to retaining talent while being constantly focused on what they can provide beyond just financial compensation. The broader listening also seems backed up by a more personal approach, with 59 percent of TMT workers saying they have adequate access to sponsors or advocates at their organization, compared to 53 percent of all surveyed.

Company leaders should still note that 38 percent of TMT workers say they intend to look for a job with another company within the next year, a higher result than the 33 percent of all surveyed. This may indicate a level of mobility and potential opportunities that tech-savvy employees enjoy, with different sectors seeking their skills. However, we expect this eagerness to move may slow down in the emerging recessionary environment.



**People tend to hold onto their roles in a downturn. However, there will still be select skill sets around tech that will be sought after. You're still going to see moves from top talent. Leaders need to invest in the development of their top performers, regardless of the current economic climate.**



Brock Solano, Managing Director,  
Human Capital Advisory, KPMG in the U.S.

# Remote working reversed

## Fully remote

**39%** versus 26% of all surveyed

## Mostly remote

**29%** versus 23%

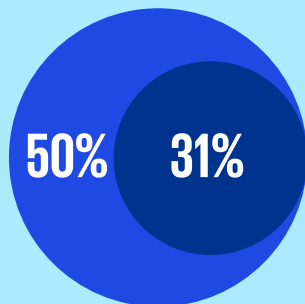
## Mostly in the office

**19%** versus 23%

## Fully at an office

**14%** versus 27%

This preference for remote work is supported by the result that 50 percent continue working at their organization due to the flexibility to work remotely if they choose, significantly higher than 31 percent of all surveyed. The employer challenge is now to retain this highly valued way of working while finding the right ways and times to have people come together. "Hybrid" is currently popular in this sector, although some are already stepping away from this mandate, finding the pull to remote for their workers is just too strong.



50 percent of TMT workers surveyed work at their organization due to remote flexibility. Just 31 percent of all others surveyed said the same.



## Stress managed well

**75%** of TMT workers say they are able to manage the stress they have in their work life, compared to 70% of all surveyed

**75%** are able to maintain a healthy work-life balance, compared to 72% of all surveyed

**41%** say that the inability to maintain a healthy work-life balance would make them want to leave their organization, compared to 36% of all surveyed

The TMT sector has shown relatively positive results on stress management and work-life balance compared to other sectors. The ability to manage stress in TMT is likely to be about having more control in how work is done. TMT organizations have led the way with remote working and flexibility of schedules—and it is clear that TMT workers would be unhappy to give this up. In fact, 85 percent say that it's important that their organization offers flexible work schedules to meet nonwork needs, in line with all surveyed.

## Training and employment opportunities

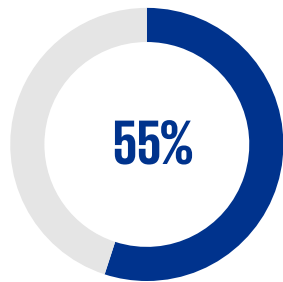
**64%** of TMT workers say they have open access to learning paths for alternative career paths within their organization, compared to 58% of all surveyed

**64%** say their organization provides opportunities to upskill/reskill them into roles they may not be fully qualified for, compared to 59% of all surveyed

**53%** of TMT workers say they have access to more job opportunities within their current organization due to remote work flexibility, much higher than 38% of all surveyed

The opportunity for career growth, particularly in technology organizations, is often enabled by automation. The sector has readily engaged automation for transactional tasks, freeing workers to do things that are more fulfilling. What we may see next is employers getting more innovative and creating agile, or multidisciplinary roles by combining what used to be done by a number of individuals into one position. With automation, the individual can then cover more ground, for example product differentiation, creating more opportunities for learning, exposure, and interest.

## High bar for ESG efforts

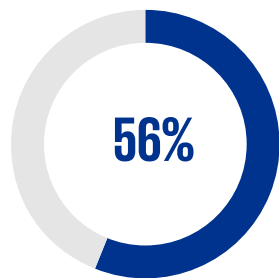


55 percent of TMT workers say the effort their organization is making on environmental, social, and governance (ESG) issues is making an impact on society, compared to 58 percent of all surveyed

The sector has for years been focused on environmental and social issues, with organizations making bold statements around environmental goals and developing robust corporate social responsibility programs. Therefore, this lower result compared to other sectors may reflect that workers have higher expectations than others of what their organization could be doing. It is also possible it could reflect some specific governance issues the technology industry has come under scrutiny for, such as data privacy and tax strategies.



## Remote work driving diversity



56 percent of TMT workers say they personally benefit from the diversity, equity, and inclusion initiatives that have been established at their organization, compared to 48 percent of all surveyed

This relatively positive result reflects some of the very focused moves the TMT sector has made to expand its employee base. A good example is its approach to building the next generation of software engineers. Key technology companies are building platforms that allow people to join the organization and get trained as software engineers—without needing university qualifications. Another example is that the technology industry in particular has led the way with global hiring, with less regard to the geographic location of its workers and opening up greater diversity.



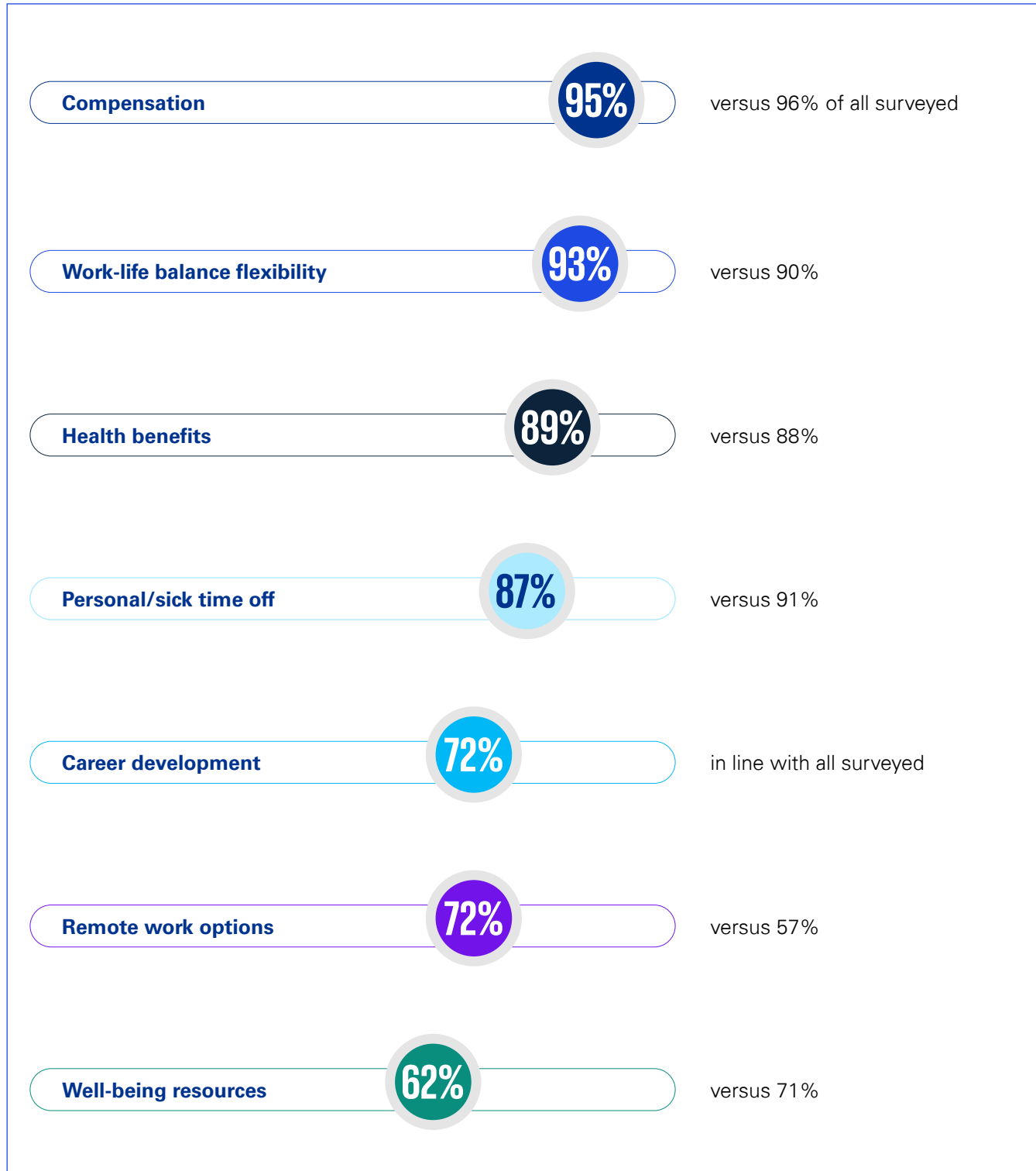
**The tech sector is trying to attract more females and underrepresented populations to bridge the skills gap through apprenticeship programs, STEM initiatives, and adult boot camps.**



Mark Gibson, Global and U.S. Head of Technology, Media, and Telecommunications, KPMG LLP

# Important benefits

If TMT workers are looking for a new employer or career opportunity, then the top areas of importance to them are:



## Closing thoughts

It appears the TMT sector has done relatively well compared to other sectors in providing its employees with tools, collaboration opportunities, employee listening, remote working, stress management, work-life balance, career paths, and diversity. However, a test is on the way as we enter a more recessionary environment and difficult decisions need to be made. We may see employees less likely to search for new roles—but staying put will only increase their expectations. TMT organizations will need to be ready to deliver the right opportunities for their employees' careers and lives. In addition, while this survey focused on American workers, leaders in TMT organizations are likely to have a global outlook with global employees. It could be valuable to consider how these findings may apply across a global workforce—to deliver an optimal experience for everyone.

## How can KPMG help you with your future workforce strategy?

Backed by deep experience across all industries, KPMG helps organizations develop a talent strategy that embraces new technologies and new ways of working to build a better employee experience. KPMG professionals know how to leverage people analytics and the latest digital technology to develop a culture of innovation that supports effective leadership, upskilling, inclusion, high performance, career mobility, and talent acquisition.



### Let us help you

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Leadership Development | Talent Assessment | People Analysis

#### **Learning Services**

Learning Strategy and Transformation | Learning Enablement and Analytics Platform

## Contact us



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