

The proof behind the power of kind leadership.

In 2021, Signature Consultants partnered with a national research and data firm to study the impact of kind leadership and its influence on employees when it comes to innovation and purpose within the workplace. The research uncovered a clear connection between the practice of kind leadership and a company's ability to create an environment where innovation can flourish.



Leading with kindness drives innovation and competitive advantage.

According to the research, leading with kindness is the most effective leadership style to drive innovation and competitive advantage.

When employees feel a shared sense of purpose between their job and the company's leadership and goals, they are

350%

When kindness is considered a core value, companies are

78%

When a company's leadership style is to "lead with kindness," they are

28%

More likely to be considered innovative and foster an environment supportive of innovation, according to employees.

An organization is **5X MORE LIKELY** to be considered innovative if a company is kind.

Workers named a leadership style of "puts kindness before anything else" as most correlated to competitive advantage in the marketplace.

Many companies are missing the boat.

Despite a global pandemic and a reshaped world, many company leaders embraced a "profits before people" leadership rather than one of kindness.



30%

Company's leadership has embraced kindness as a value less so since the COVID-19 pandemic

76%

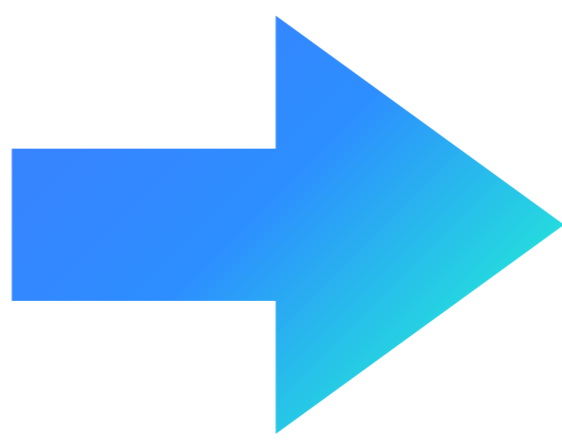
Company's leadership has embraced a "profits before people" as a value the same or more since the COVID-19

Embracing kindness as a value pays off.

Meanwhile, the research demonstrates that those companies who have adopted a leadership of kindness to a greater degree since the pandemic have paved the way toward more innovation.

53%

of workers who agree their company's leadership has embraced the value of kindness more since the pandemic, also say...



67%

it has led to greater innovation among employees.

Meaning over money.

In a year where many workers faced greater financial challenges due to the pandemic, the importance of finding meaning in their work remains more valuable than money among most employees, particularly among IT professionals and younger workers.

6 of 10 workers

8 of 10 IT workers

say they would rather have a management team that helped them find meaning in their work than receive a 5% pay increase.



What's better for business, kindness or profits?

Clearly, profits matter in business. Without it, organizations wouldn't survive. But is it best to lead with that? Signature's research has found several tangible positive outcomes to putting kindness first and before profits.

Companies who put kindness before anything else vs. profits before anything else have employees who are:

84% more likely to feel a shared sense of purpose between their job & company's leadership/goals

120% more likely to feel a sense of meaning and purpose in their current job

58% more likely to be highly aware of how their role contributes to the company's ability to innovate

89% more likely to have a strong desire to think of innovative, new ideas

62% more likely to feel their organization encourages all employees to drive innovation