

Creatives are the Happiest Employees

Industry Professionals Have Positive Sentiments About Work

Toronto, ON (July 18, 2017) — When it comes to career happiness, creative professionals are coming out ahead, recent research shows. According to a study of more than 12,000 Canadian and U.S. workers by Robert Half and Happiness Works, those in the creative and marketing occupations reported the highest levels of on-the-job satisfaction and interest in their work, compared to employees in the accounting and finance, administrative, legal, and technology fields.

In a separate survey, The Creative Group, a division of Robert Half, asked more than 400 U.S. advertising and marketing executives to describe their company culture in one word. Many creative managers also seem satisfied with their work environment, as top responses trended positive:

- Friendly
- Diverse
- Family
- Modern
- Innovative
- Creative
- Supportive
- Collaborative
- Dynamic
- Progressive

[View a word cloud of the top responses.](#)

The survey of advertising and marketing executives revealed some distinctions between how those who work in agencies and corporations describe their environments. Following are some responses unique to each group:

Advertising Executives

- Entrepreneurial
- Futuristic
- Hardworking
- Intense
- Nimble
- Playful
- Risky
- Vocal

Marketing Executives

- Adaptable
- Accountable
- Caring
- Dependable
- Enthusiastic
- Fluid
- Inclusive
- Intrepid

Only a handful of executives had a negative impression of their company culture, describing it as:

- Aggressive
- Complacent
- Hectic
- Reserved
- Struggling

“Company culture can make or break a happy workforce, and is often a key consideration for job seekers,” said Deborah Bottineau, senior regional manager of The Creative Group. “To attract top talent and stand out from the competition, organizations should look for opportunities to highlight what makes their company a unique and rewarding place to be. Seeking

ongoing feedback from employees helps to establish an enjoyable work environment that fits the needs of workers, while encouraging morale and loyalty.”

The Creative Group offers five tips for managers to foster an attractive, authentic company culture:

- **Add meaning to the job.** The top driver of career satisfaction for creative professionals is doing worthwhile work, according to the Robert Half and Happiness Works study. Your team will be more engaged and enthusiastic if you assign them a variety of projects and make sure they understand how their contributions support your organization’s overall purpose.
- **Create a learning environment.** Show employees you are invested in their long-term career growth. Let staff attend trainings during business hours or send them to industry conferences, and ask individuals to share what they learn with their colleagues.
- **Be flexible.** Many professionals want the freedom to work when and where they want. Consider offering telecommuting or alternative scheduling options if you don’t already provide them.
- **Customize the workspace.** Your physical environment can have a big impact on employees’ moods and productivity. Construct spaces to accommodate different needs, like open areas for collaboration and private stations where staff members can concentrate free of distractions.
- **Keep it real.** Fun perks like free snacks are great, but they cannot compensate for significant issues — like a culture of mistrust or lack of transparency. Potential hires will know if you’re trying to woo them with cool perquisites to cover up problems.

About the Research

The survey of more than 12,000 workers in Canada and the United States was developed by Robert Half and Happiness Works and conducted by an independent research firm. Additional information, including an infographic and videos, can be found at roberthalf.ca/its-time-we-all-work-happy. The survey of more than 400 U.S. advertising and marketing executives was developed by The Creative Group and conducted by an independent research firm.

About The Creative Group

The Creative Group (TCG) specializes in connecting interactive, design, marketing, advertising and public relations talent with the best companies on a project, contract-to-hire and full-time basis. For more information, including job-hunting services, candidate portfolios and TCG’s blog, visit roberthalf.ca/creativegroup. Follow us at roberthalf.ca/blog and @RobertHalf_CAN on Twitter for additional workplace news and hiring trends.

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