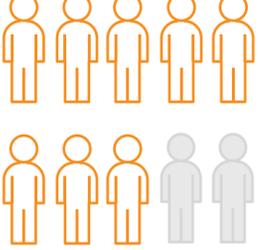


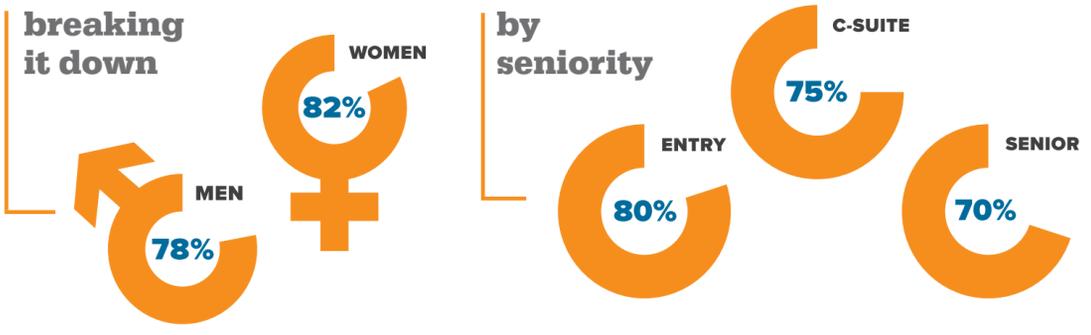
WHEN NICENESS overruns the workplace



the "nice" problem

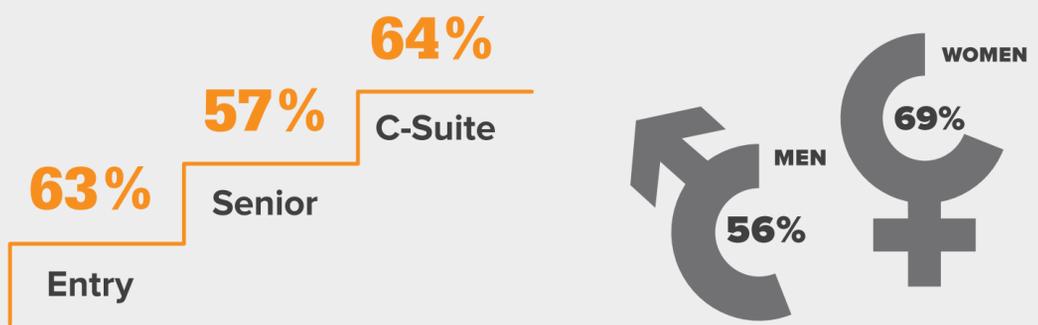
8 out of 10 U.S. full-time employees admit they keep concerns to themselves at work because they want to be seen as nice by their colleagues and leadership.

5% of all surveyed rated "being nice" as not important at all



niceness prevents honesty

6 out of 10 employees say they have been fearful of voicing a concern at work.



niceness hurts relationships

Majority of employees do not feel comfortable sharing concerns in more intimate settings with colleagues and upper management.

LEAST LIKELY SITUATIONS TO SPEAK UP



* Results tied for top pick

the why

Most employees keep concerns to themselves because they are afraid of being perceived negatively at work by their peers and leadership.

TOP REASONS FOR AVOIDANCE

Senior, Entry, Men & Women didn't want to seem combative.

C-Suite weren't sure if their idea was actually good.

3 ways to stop niceness in its tracks

- 1 Give and ask for feedback.
- 2 Confront behavior.
- 3 Invite and listen to all perspectives.

the value of fierce honesty

WHAT ELSE CAN I DO?

Tackling this major issue at your organization is critical for success — and can be solved through teaching skillful conversations.

Start a conversation at fierceinc.com to find out more!

- ✓ **Keep top talent**
Avoid turnover costs of more than 2X an employee's annual salary. (*Bersin*)
- ✓ **Save time & money**
Retain \$500,000+ in saved time. (*Vocoli*)
- ✓ **Improved transparency**
8 out of 10 employees have more trust in transparent leaders. (*Edelman Trust Barometer*)
- ✓ **Higher productivity**
Save nearly \$40B with more effective meetings. (*Industry Week*)

"We have uncovered that people want to be perceived as nice at work. But if employees do not have the skills to be authentic and talk about what matters, then company culture suffers — and that's a big problem to the bottom line."

- Stacey Engle, Fierce President

Source: Fierce, Inc. "Culture of Nice" Questionnaire of 1,144 respondents classified as full-time worker in the U.S. (April 18-20, 2019).

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About Fierce

Fierce Conversations is a training company that teaches you how to have effective conversations. Fierce has trained thousands to become expert conversationalists who save their organizations time and money by knowing what to talk about, how to talk about it and why it matters for the bottom line. Fierce programs have been successfully implemented at blue chip companies, nonprofits and educational organizations worldwide, including Capital One, Wal-Mart, CHRISTUS Health, Coca-Cola, CARE and Verizon. The company has been honored as an Inc. 500/5000 company eight times, named to TrainingIndustry.com's "Companies to Watch" list twice, and has won numerous awards for top companies to work for in the state of Washington. Learn how to have conversations that matter at www.fierceinc.com.