



# The Business Case for Curiosity

SAS Curiosity@Work Report

## Amid the Great Resignation, managers consider curiosity a highly valuable trait:

69%

Believe curiosity is a very valuable trait in employees

53%

Strongly agree curiosity in employees drives real business impact

42%

Believe curiosity is much more important today than five years ago



## According to LinkedIn® data, curiosity is a rising focus. From 2020 to 2021, across LinkedIn® there has been:

158%

Growth in engagement on company posts on curiosity

90%

Growth in job postings mentioning curiosity

87%

Growth in job skills related to curiosity



## Curiosity can directly address many of today's key business challenges by improving job satisfaction and creating more collaborative and productive workplaces:

In today's environment, managers are finding it especially challenging to:

Keep employee morale/motivation high (55%)

Retain good employees (42%)

Most managers agree, the benefits of curiosity that are very valuable include:

Greater efficiency and productivity (56%)

Greater employee engagement and job satisfaction (52%)



## Curiosity is a critical skill for fostering digital transformation, innovation and data insights:

Managers believe it is especially valuable for employees to have curiosity when:

59%

Innovating new solutions

57%

Tackling complex problems

54%

Analyzing data



## However, many managers face challenges fostering and encouraging curiosity:

Managers feel only somewhat or not equipped to identify curiosity in:

Job applicants (56%)

Direct reports (52%)

Even if managers feel they are equipped to identify this trait, it is challenging to:

Develop curiosity in employees who don't naturally have it (43%)

Connect curiosity to job performance (48%)

