

The Business Case for Curiosity

SAS Curiosity@Work Report

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

72%

59%

Believe curiosity is a *very* valuable trait in employees Strongly agree curiosity in employees drives real business impact **51%** Believe curiosity is much

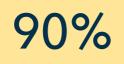
than five years ago

more important today

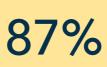
According to LinkedIn[®] data, curiosity is a rising focus. From 2020 to 2021, across LinkedIn[®] there has been:

158%

Growth in engagement on company posts on curiosity



Growth in job postings mentioning curiosity



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 (60%) Retain good employees (52%) Most managers agree, the benefits of curiosity that are very valuable include:

Greater efficiency and productivity (62%)

Greater employee engagement and job satisfaction (58%)

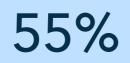
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Curiosity is a critical skill for fostering digital transformation, innovation and data insights:

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

62%

Innovating new solutions



Tackling complex problems

52%

Analyzing data

However, many managers face challenges fostering and encouraging curiosity:

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

Job applicants (47%)

Direct reports (42%)

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 (47%)

Connect curiosity to job performance (47%)

Source: SAS Curiosity@Work Report, 2021

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