

# QUIET QUITTING

Innovation Project Pitch



# Our Team

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# What is Quiet Quitting?

The latest of these acts of resistance is so-called “quiet quitting”: the newly coined term for **when workers only do the job that they're being paid to do, without taking on any extra duties, or participating in extracurriculars at work.** Sept 8, 2022

[\(The Guardian\)](#)



# Our “Why”

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As employees, we have dealt with and recognized the issues affecting workplace culture, productivity, and job satisfaction resulting in a rise of “quiet quitting”. We are seeking a solution that allows workers to strive for high productivity, proper compensation, and job satisfaction achieved through better business practices rather than an exploitative environment.



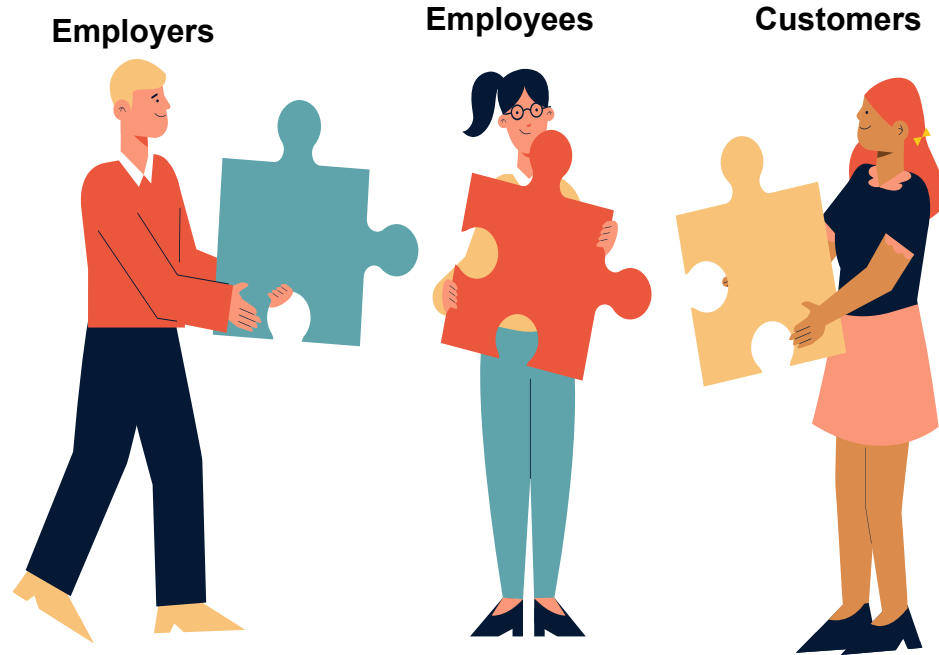
# What is the Problem?

Based on the definition of quiet quitting, the idea of meeting but not exceeding expectations doesn't seem immediately problematic. However, the issues behind quiet quitting are a lot deeper than this.

## Problem in Employers:

- [Financial Post](#) - McMaster University Professor found managers could not tell the difference between those who worked 80-hour weeks and those who pretended to.
- [Customer Engagement Insider](#) - Bosses' expectations aren't aligning with customer expectations. "[Employers] must act as a mediator: protecting agents while keeping the user happy."

## There are 3 Stakeholders Involved

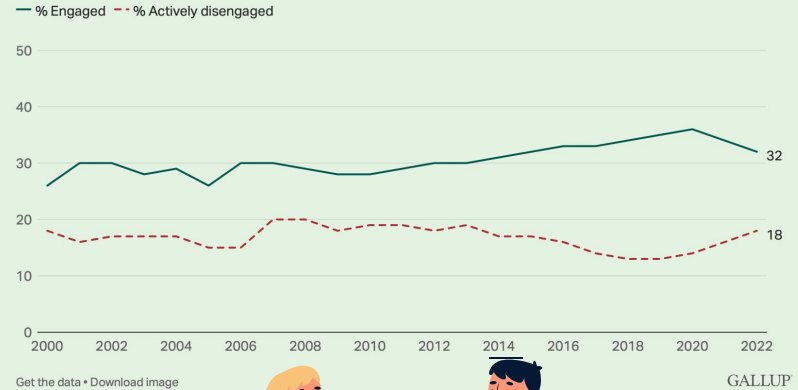


# What is the Problem?

## Problem in Employees

- [Gallup](#) trends in data for young workers between 2019 - 2022
  - Younger workers feelings that someone cares about them, encourages their development and that they have opportunity to grow in the company dropped 10% or more
  - Less than 4 in 10 young remote/hybrid workers know what's expected of them
- Reasons for Quiet Quitting (according to [Forbes](#))
  - "If I get fired, I can easily get another job"
  - Using quiet quitting to "stick it to The Man"
  - Feeling of hopelessness in the current market.

U.S. Employee Engagement Trend, Annual Averages

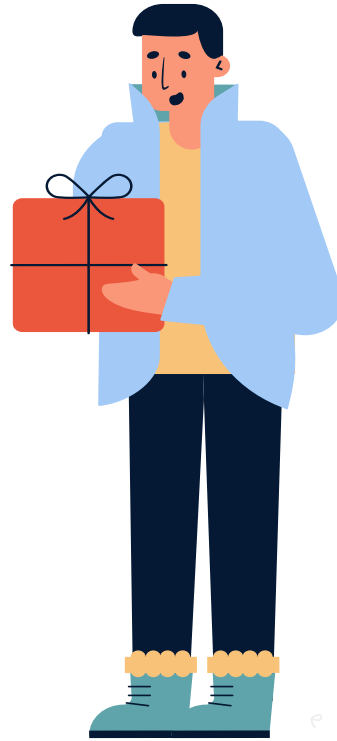


# What is the Problem?

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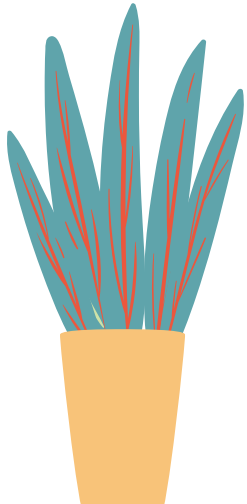
## Problem for Customers

- Certain expectations are set by the customer that're usually above the bare minimum
- Customers shouldn't have to lower their expectations and expect a lower quality of care / assistance
- [Customer Engagement Insider](#) - "When you're dealing with customers and defining their customer experience, they don't care about the bottom line or what appears in an individual agent's employment contract. They care about how you treated them, how much time you spent with them."



# What is the Problem Overall?

- Disconnection between employers and employees
- Quiet Quitting = Response to poor work life balance, decrease in productivity/quality of work, lack of communication and engagement
- We need to rethink the future of work and employee/employer relationships





# Problem Statement

**Quiet quitting is an issue that affects businesses, customers, employers, and employees resulting in burnout, low motivation, decreased quality of work, and declining job satisfaction.**



# Example of unhealthy workplace

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- Jeff Bezos defines that Amazon's business model is based on three **value propositions** (benefits offered by our solution): low price, fast delivery, and a wide selection of products. People (employees) are not included in the business model.
- Amazon's "regretted attrition" — the portion of employees the company doesn't want to leave — has reached an average of 12.1% since June 2021, double the average of recent years



# Example of healthy workplace

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- Adobe's mission, vision & values motivate 93% of Adobe employees.
- **"We have the culture of a fun family environment. We all come to work, work hard and do the best we can and have fun while we do it"** - Customer Support Department Employee
- 36% of employees replied that they feel most loyal to coworkers, 26% - to bosses and managers.
- 98% of employees are proud to be a part of the company



# Additional Research

Employee satisfaction rate influences productivity and economic growth.

## Worker productivity in the U.S. in Q2 2022 dropped to its lowest level since 1948



Data of non-farmer business sectors, from the Quarterly Census of Employment and Wages done by the Bureau of Labor Statistics (BLS).

## Most Engaged Employees = Higher Performance Outcome

Top 1% of employees are 4 times more likely to succeed than those that are less engaged.

On average, top performer employees improved in the following:



\*% of difference between higher engaged employees and lower engaged employees

## Long-term economic implications of quiet quitting



Slower long-term economic growth due to its link to GDP



Wage stagnation, due to the direct correlation between worker productivity and higher economic growth



Probable mistakes by policymakers due to high levels of uncertainty

# Solutions

How  
Managers/Business  
Owners Can  
Support Employees:

• Creating strategies to prevent employee burnout

• Investing in training and growth

• Practicing transparency inside the company

• Encouraging employees to take breaks

• Making a long-term employee plan and sticking to it

• Adding well-being measurements to their executive dashboards

# Value Proposition

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## Target Users



**Primary:** Senior Management

## Factors of Quiet Quitting

- **Lack of communication**
- Poor work-life balance
- Lack of motivation
- Lack of understanding
- Above and beyond expectation
- Low job satisfaction

## Value for Primary Customers

All factors in the left bottom side can be attributed to a lack of communication; therefore, our product approach is to bridge the communication gap. As a result, our primary target users will gain these values.

Business will be more productive

Improve sales performance

Reduce turnover

Regain customer attention

# Value Proposition

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## Target Users



**Secondary:** Employee

## Job-2B-done

- Fill the gap between expectations vs wages
- Build personal relationship between employers and employees
- Encourage users' engagement
- Relieve fear of speaking up

## Value for Secondary Customers

Communication with employers will fill the gap between what employees expect and what has been done for them. Our product enables this to happen both personally and anonymously. Hence, our secondary targets will receive these values through our application.

Proper assessment for work

High job satisfaction

Anonymous communication

Healthy work-life balance

# Value Proposition

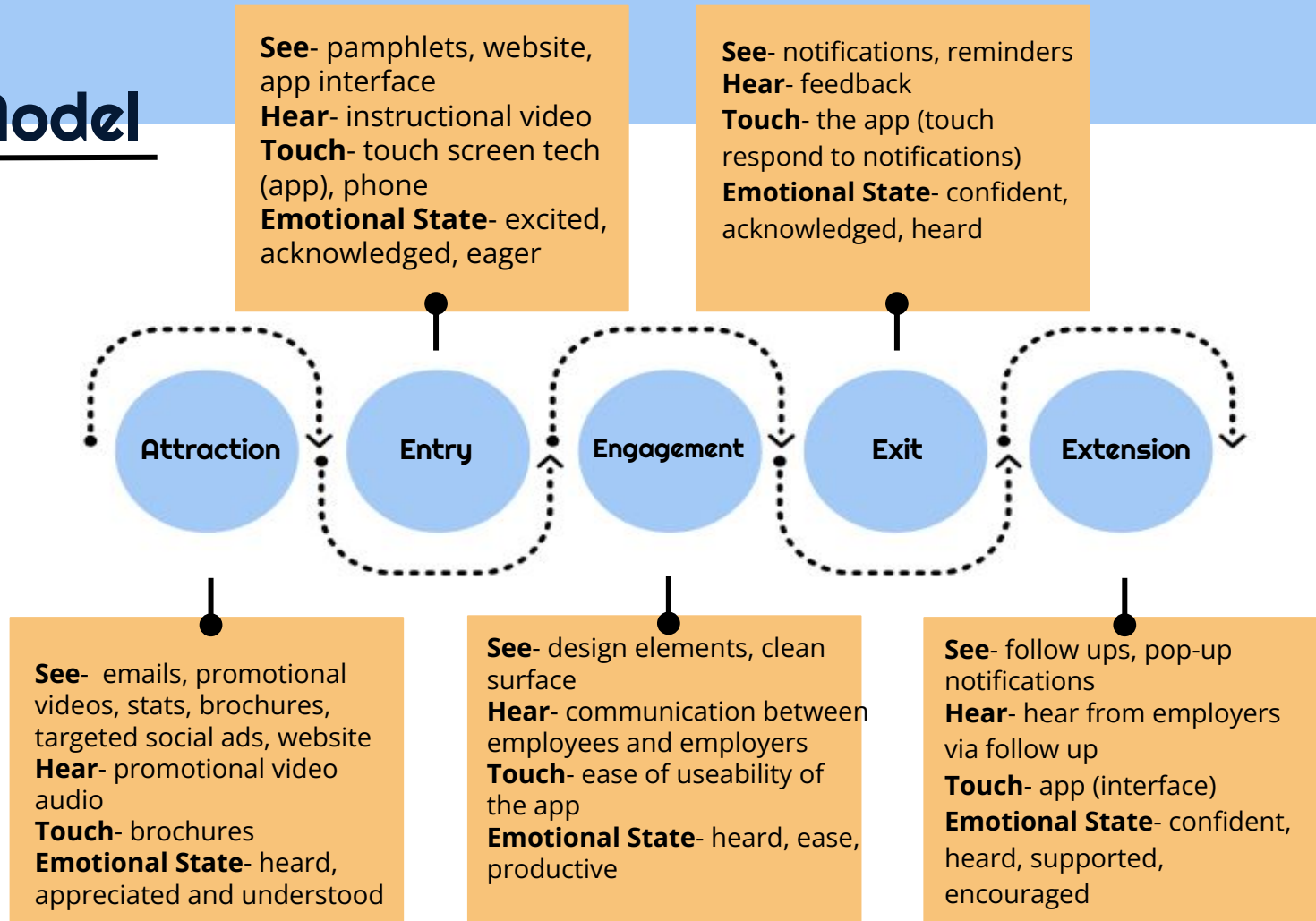
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**Improve productivity and performance by increasing communication, job satisfaction, and motivation.**

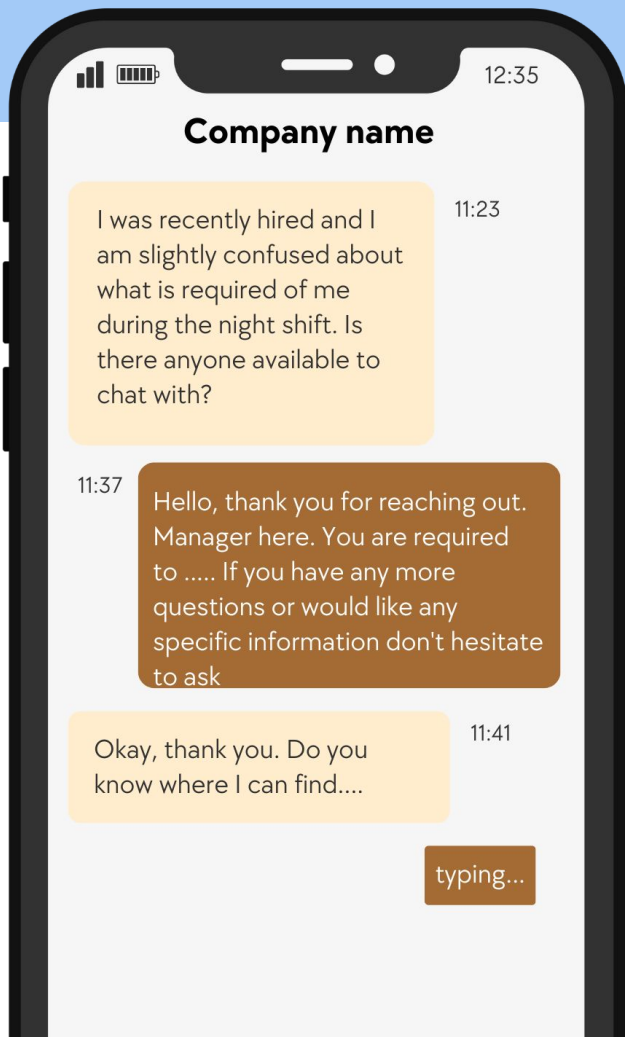
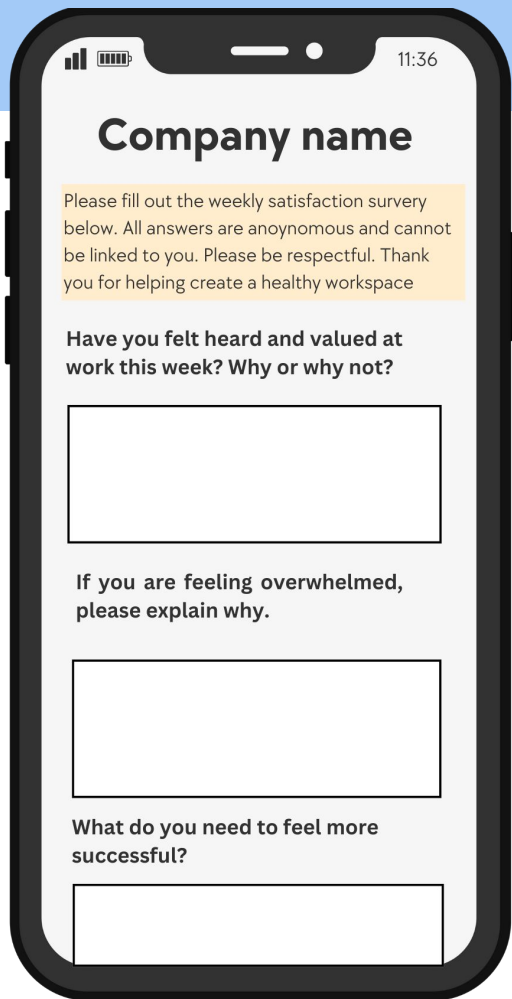
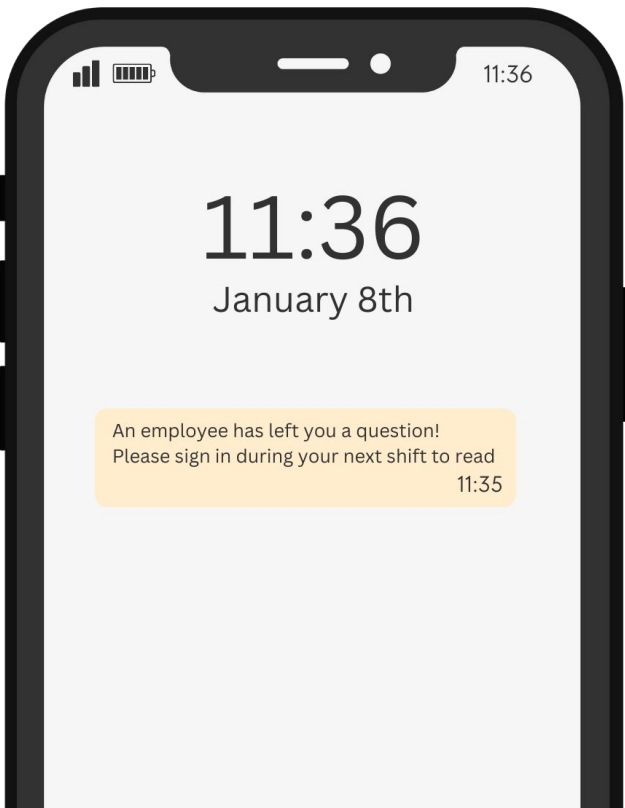




# UX Model

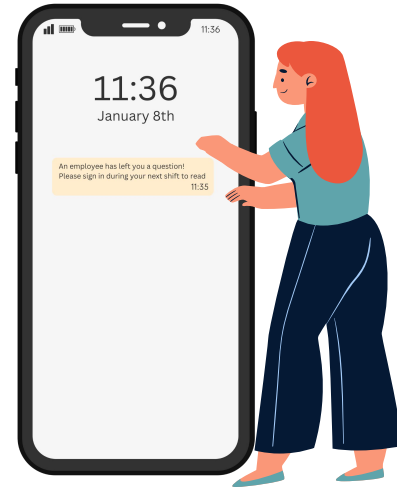


# The App



# The App's Key Features

- Emphasizes the use of social connections and open ended participation to foster better communication in the workplace.
- Facilitates communication between individuals at every level of a business structure.
- Allows for both personal and anonymous feedback.
- Uses familiar technology and designs that users encounter on a daily basis, making it a simple and feasible addition to the workplace.



# Vision for Our App

Using our app, businesses will create a community of satisfied employees who will in turn generate positive attention for their employer. The app addresses the problems behind quit quitting and offers benefits for employers that also satisfies employees. Our app aims to bridge the communication gap between management and staff at a store level to improve workplace culture, incorporate proper incentives to encourage high performance, and find a better balance of responsibility distribution. All stakeholders are positively affected by including our app in the workplace.

# Business model

## Cost Structure

- Marketing
- Production
- General Admin

## Revenue Streams

- Physical Product Sales
- Digital Product Sales

## Essential Processes

- Communication (In app messaging, voice and video calling, email.)

## Essential Resources & Partners

- App
- Website
- Print Supplies
- App Developer

## Permeation Awareness

- Word of mouth
- Online Advertising
- Offline Advertising
- Seminars

## User Segmentation

- Business owners
- Managers
- Employees

## Permeation Availability

- Smartphone
- Tablet
- Computer

## Attractors

- Opinion Leaders

# Additional information

## What We're Aiming For

- A distribution of responsibility that incentivizes equal productivity across a team
- Incentives that increase the morale of workers by acknowledging their efforts and awarding them in meaningful ways

## What We're Avoiding

- A reliance on high performers to meet quotas
- Incentives that foster only short-term company gains
- Out-of-touch reward structures