# Article information:

How Employers Can Retain Deskless Workers | BCG  
<https://www.bcg.com/publications/2022/how-to-retain-deskless-workers>

# Article summary:

1. Deskless workers represent 70-80% of the world's labor force and 43% are either actively or passively looking for a new job.

2. The primary reason that deskless workers look for a new job is not because of unsatisfactory compensation but because their emotional needs are not being met.

3. Gen Z workers are by far the most eager to pursue a job change, with 63% feeling burned out and 55% actively or passively looking for a new job.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy, as it provides evidence from BCG’s survey of more than 4,600 deskless workers in four countries to support its claims. It also provides insights into the motivations behind deskless workers’ decisions to leave their jobs, such as feeling respected, appreciated, treated fairly, or valued at work. The article does not appear to be biased towards any particular point of view; rather, it presents both sides of the issue in an even-handed manner.

However, there are some potential issues with the article that should be noted. First, while the article does provide evidence from BCG’s survey to support its claims, it does not provide any evidence from other sources that could corroborate these findings. Additionally, while the article does discuss potential solutions for employers looking to retain deskless workers (such as understanding what they want and investing in great managers), it does not explore any potential risks associated with these solutions or consider any counterarguments that may exist. Finally, while the article does provide some demographic information about deskless workers (e.g., age range), it does not provide any information about other demographics such as race/ethnicity or gender identity which could be relevant when considering how best to retain this workforce group.

# Topics for further research:

* Deskless worker retention strategies
* Deskless worker demographic data
* Deskless worker job satisfaction
* Deskless worker job security
* Deskless worker job turnover
* Deskless worker workplace culture

# Report location:

<https://www.fullpicture.app/item/0a217fb4e8a6793d28c44b2f359631c6>