

Case Study: Lifetime



Target: Lifetime wanted to communicate the importance for individuals to associate positive emotion with their job, raise awareness of the Lifetime courses available and encourage more people to 'train themselves happy'

Timing: December 2010

Activity: Research campaign reviewing the nation's happiness at work, national and regional press releases, learner case studies sell in to media

Results to date: 20 pieces of media coverage including Daily Mail, Daily Mirror, Daily Star, Daily Telegraph and Women's Fitness

EAV: £22,000

Reach: 84 million

ROI: 4:1

JOBS

So glum at workplace

ALMOST half of all workers are unhappy in their jobs and one in five feel depressed in the office every day.

Two thirds of 3,000 people polled told training provider Lifetime that work gave them little or no satisfaction.

The winter added to the gloom, with October to December named the most depressing time of year.

But despite just 6% being happy with their career, 70% would not switch jobs while unemployment is high.

Lifetime said: "For many, a change of career is a positive attitude

Daily Mail

Why only 6% are happy at work

DO you feel happy and satisfied at work? If the answer is yes, you're a rare breed.

Only 6 per cent of us are completely content with our jobs, a study has found.

For everyone else, work is a source of misery, with almost half of those polled admitting they regularly feel unhappy during the working week - and one in five getting depressed at the office every day.

A slightly more cheerful quarter say they only feel unhappy about work once in a while. But two-thirds admit their job gives them little or no sense of satisfaction.

Most dream of setting up their own business, with two-thirds believing they would only be truly content at work if they were self-employed. But 70 per cent think a career change isn't an option while unemployment

rates are high. And those unwillingly returning to a stuffy office after the Christmas break won't be surprised to learn that the cold winter months have added to the gloom - with October to December being named as the most depressing time of the year.

The poll of 3,000 adults was commissioned by training provider Lifetime.

Nigel Wallace, the company's director of training, said: "With happiness being closely linked to employee performance it is worrying that such a large percentage of the British population is so unhappy at work."

"Twice the amount of office workers are unhappy compared to peers who spend their working day on their feet, suggesting that the key to happiness could lie in an active work environment."

The Daily Telegraph

InBrief

Half of workers are depressed and unhappy in job

Almost half of the labour force is unhappy at work, according to a study published yesterday.

Around one in five employees feels depressed at the office every day, while 48 per cent regularly feel unhappy during the working week.

Only six per cent felt completely content with their job, said the study of 3,000 adults by Lifetime, a national training provider. But 70 per cent said that, whilst unemployment rates were high, they would be hesitant to make a career change.



Workers' woe

ALMOST half of British workers are unhappy in their jobs, with one in five depressed at work every day.

Only 6% feel completely content with their employment, while two-thirds say it gives them little or no satisfaction, a poll for training provider Lifetime found.

Nigel Wallace, from the firm, said: "We spend the majority of our adult lives in the workplace so it is crucial that we associate positive emotion with our job and career."

