

PRESS RELEASE

For immediate release

ONE IN EIGHT BRITS ADMIT TO DROPPING THEIR 'A' GAME SIX WEEKS INTO NEW JOB

- One in eight Brits admit that best behaviours slip six weeks into starting a new job
 - Women bake cakes while men buy pints in a bid to impress new colleagues
 - Average UK worker wastes 33 minutes every day on 'me-related tasks'
 - Cyber loafing costs employers an average of £2141 per worker
 - Surfing the web named number one 'desktop distraction' while nearly two thirds of men say it's Snapchat

According to new research from the UK's leading job site [reed.co.uk](https://www.reed.co.uk), Brits are on their best behaviour for an average of six weeks into a new role in a bid to impress their new employer. However, once settled in, UK workers admit they're tempted to tackle 'me-related' tasks on the job, costing employers an average of £2141 per person per annum.*

In an attempt to make a good first impression, new jobbers go all out. The research reveals almost two thirds of women (61 per cent) channel their inner Mary Berry and treat team members to homemade cakes, whereas men (67 per cent) prefer to buy workmates lunch or an after-hours pint. Almost a quarter of workers (22 per cent) arrive at work early to try and impress their boss, whilst one in six (16 per cent) check their phone only during breaks to avoid distractions.

The research shows that these good intentions begin to slip seven weeks into a new job, with the average worker admitting to spending 33 minutes indulging in 'me-time' at work. It seems the temptation to check personal emails is too strong for nearly a third of workers (30 per cent) with respondents naming it their top 'desktop distraction'. This is closely followed by checking social media and replying to text and Whatsapp messages (25 per cent). Once in the swing of things, one in five (19 per cent) admit they will even take an extra-long lunch for the chance to catch up with friends.

Popular messaging app Snapchat is named as the biggest distraction for almost two thirds of men (63 per cent) who risk viewing recent updates, stories and selfies in the workplace, whereas women (37 per cent) are more cautious about being caught in the act.

The desire to keep up appearances and make a good impression does differ depending on the industry. Engineering employers can rest assured that employees will not surrender to ‘desktop distractions’, as over half (58 per cent) claim they keep up the good impressions for at least a year. Accountancy staff settle in much quicker, with over a fifth of those (23 per cent) in the industry admitting to succumbing to ‘me-related tasks’ after just 22 to 30 days.

Lynn Cahillane, Communications Manager of reed.co.uk, comments:

“Britain’s workforce is renowned for its strong work ethic and, on average, each of us puts in 70.5 hours overtime each year saving employers £1,000. However, as lines become blurred between our work and personal lives, it’s easy to find ourselves getting distracted by tasks not directly related to the work we’re actually paid to do, costing employers a whopping £2141 per person per annum.

“While it’s true that regular breaks from work can boost concentration and increase our productivity and creativity, if you find you’re efforts to make a good first impression start to wane, here are our top tips.”

Top 10 tips to bring you’re ‘A’ game to work

1. **Start the night before** – prepare everything you need for the morning and get a good night’s sleep
2. **Be early / work late** - punctuality is the key to making a good impression from the get-go.
3. **Prioritise your tasks** – create a to-do list, do the most important stuff first and set deadlines for yourself
4. **Don’t hold back** – if you have some time to do a task straightaway, just get on and do it.
5. **Ask questions** – be inquisitive, share your opinions and don’t always accept a yes/no answer
6. **Don’t take on more than you can chew** – if you simply don’t have the time to complete a project or task, tell whoever needs to know at the earliest opportunity
7. **But be flexible** – if something you haven’t planned for crops up, don’t let it stress you out. You can go back to your list and re-prioritise
8. **Keep meetings short and sweet** – set an agenda, cover the main points and share actions afterwards. Making everyone stand up can speed up the process too
9. **Stay productive** – take regular breaks - even if it's just standing up and having a stretch - and stay hydrated to boost productivity
10. **Don’t get distracted** - We all get distracted at work, but try and focus on completing the task you’ve started before moving onto the next thing

END

Top 5 most common “desktop distractions” in the workplace:

1. Browsing the internet
2. Checking phone
3. Reading out-of-work material
4. Checking social media
5. Replying to messages and WhatsApps

Notes to Editors:

Survey of 2,592 jobseekers from reed.co.uk database

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