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UK business directors urged to improve relationship with employees

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Directors and executives in the UK have been encouraged to improve their relationship with employees by a new study.

Research by GfK has found that 40 per cent of workers believe that their superiors do not treat them fairly on issues including work-life balances and appraisals.

The findings also revealed that firms can suffer if senior executives are not clearer on issues including pay and do not do more to consider the interests of disabled customers.

Commenting on the research, GoodCorporation founder Leo Martin said directors can benefit from being clearer with workers underneath them.

He explained: "How many board directors will be happy to learn that up to one third of their employees think that they are unfair or that over half do not think their employers treat the community fairly?"

"From our assessment work we see a clear link between responsible business behaviour and profitability. It's time British businesses woke up to this."

The release of the latest research has come after Tower Perrin's reward practice leader, Jim Crawley, claimed that senior managers "need to rise to the challenge" of unlocking potential in their employees.