

“Proximity Bias is Very Real”

Should remote workers be worried about getting noticed?

Absolutely, if a new [survey](#) on “proximity bias” from workplace platform Envoy is any indication, *Alex Fitzpatrick reports*.

- A whopping 96% of company leaders said they're more likely to notice employees' contributions when workers come into the office, rather than work from home.

Why it matters: Getting recognized can lead to bigger and better opportunities down the road, especially for people just starting out in their careers.

Yes, but: Nearly half — 42% — of employees surveyed said they *don't* feel like their work is noticed more often when they show up in person.

The intrigue: Age is a factor here. 73% of Gen Z workers said their contributions are better noticed when they're in the office, versus 59% of millennials, 54% of Gen Xers and 45% of boomers.

Alex's thought bubble: For many companies and industries, some amount of remote and hybrid work is [here to stay](#) — so it's on managers and execs to ensure people are getting the recognition they deserve regardless of where they're logging on.

Methodology: Envoy and Wakefield Research surveyed 1,000 U.S. office workers and 250 executives working at the office at least once per week between Aug. 8-18, 2022.