



**Kahoot!**

# **Kahoot! 2025 Workplace Engagement Report**



**LEADING ON ENGAGEMENT AT WORK**

Contact us today to discuss how Kahoot! 360 can help you engage your workforce and drive business results.

# 12B+

non-unique participants  
since launch

# 200+

countries and regions  
hosting and joining  
kahoot sessions

# 97%

of the Fortune 500 use  
Kahoot! to engage  
employees

**W**hether in a presentation, a meeting, or simply in the daily flow of work, engaging employees is a core responsibility of any workplace leader, especially in the people-focused fields of HR, L&D and Sales. But what happens when engagement drops among leaders too?

According to Gallup, **engagement among managers globally has dropped to 27%**, and **up to 70% of team engagement is influenced by their leadership**. When leaders tune out, their teams do what they were trained to do: follow their lead.

This report, based on a survey of over 200 HR and training managers and above, across the U.S. and U.K., uncovers how and why leaders are struggling to feel engaged and engage their teams. Explore leaders' top engagement challenges and needs, and discover how organizations can empower them to lead the way toward a truly engaged workforce.



# Key takeaways

Leaders play a critical role in engaging an organization's workforce. However, many leaders report that keeping themselves engaged is a challenge, and that their engagement efforts with their teams are falling short, especially as more Gen Z'ers enter the workforce. This report captures key insights into this leadership engagement disconnect and how it could impact companies:

- **Nearly half of leaders say they would give up their title** to feel engaged at work
- **More than 1 in 4 have considered quitting their job** in the last year due to disengagement
- **More than half have never received extensive training** on how to re-engage teams
- **6 in 10 name Gen Z as the hardest generation** to engage

Organizations can help leaders thrive and energize their teams by:

- Enabling leaders to create opportunities for employee recognition
- Training leaders in effective team engagement strategies
- Designing communication and other team experiences to be relevant and engaging for Gen Z employees



Millions of professionals worldwide are powering engagement across communication, training, events, and more with Kahoot! 360, boosting productivity and driving real business impact.

Explore the results below for more insights, and **contact us today at [business@kahoot.com](mailto:business@kahoot.com)** to find out how Kahoot! 360 can help you engage your entire workforce.



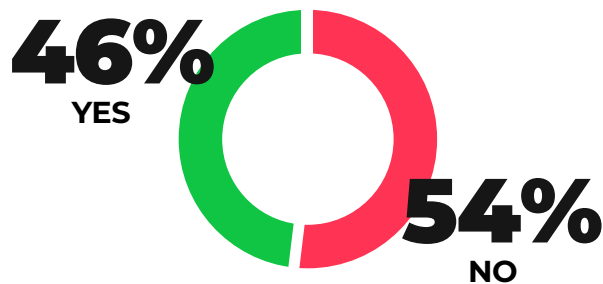
# Leaders are caught in a manager-team disengagement loop

**The challenge of re-engaging teams without proper support is leaving leaders burned out, and some ready to give up.**

Despite putting on a positive face at work, with 79% of leaders believing their teams still see them as energized, only 47% of managers and above actually report feeling fully engaged. More than 1 in 3 (34%) report burnout as a daily or weekly experience, primarily caused by dealing with employee apathy and juggling too many other priorities. Interestingly, leaders say the biggest driver of manager disengagement is emotional exhaustion from trying to motivate disengaged employees, showing how declining engagement at the top or bottom can create a vicious cycle for the entire team.

This lack of engagement has led more than 1 in 4 (26%) leaders to consider leaving their job in the past year, while nearly half (46%) say they would give up their management role to feel more engaged. For many organizations, this could significantly impact their ability to retain and develop top talent.

**If you could personally feel more engaged by taking a non-manager role, would you do it?**



*"There was a tremendous shift in engagement, and people felt more confident and motivated after the training session. It also saves a lot of time because it creates better learning materials for us as we use it as a feedback loop."*

**—Marvin Cossee, Learning System Specialist, Lely**





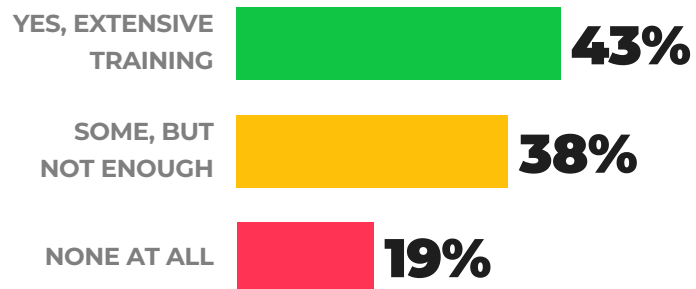
# Lack of training and tools leaves leaders unequipped to deliver on team engagement

**Engaging employees is a mission-critical responsibility, but without sufficient resources and training, many leaders feel they're falling short.**

Being able to engage team members is an essential leadership skill. However, more than half (57%) have never received extensive training on how to re-engage a team, while 38% report receiving some training but not enough. Additionally, only 17% say their company always provides effective tools to keep their team motivated, and nearly 1 in 4 (24%) admit they don't feel confident leading a hybrid or remote team.

This lack of training and tools may strain team communication and cause engagement to continue dropping, with 22% of leaders saying they have felt emotionally disconnected from their team often or always over the past six months. As a result, only 30% of leaders graded themselves with an "A" for engaging their teams, while 70% believe they are not hitting the mark. Additionally, while many leaders lack resources for effective engagement, they care deeply about the goal, with 40% saying they would give up their role completely if it meant their team could be fully engaged.

**Have you ever received any real formal training on how to re-engage a disengaged team? Would you do it?**



*"It started small, but once other managers saw how much their teams enjoyed Kahoot!, it spread across the hotel. Now it is a part of how we meet and train as an entire team."*

**—Killian Clancy, Financial Controller, Crowne Plaza London Docklands**



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# Gen Z employees need a reimagined engagement strategy

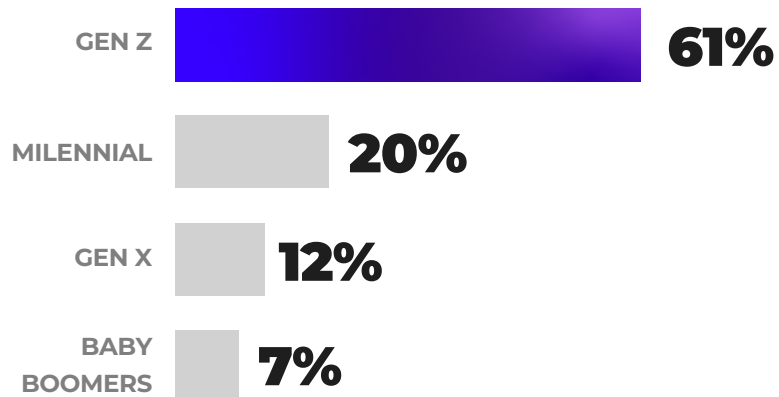
**Engaging younger employees proves more challenging for managers, calling for new and innovative approaches.**

Though engaging a workforce may already feel daunting to leaders, it's becoming even more complex as more Gen Z'ers enter the professional world. Among surveyed leaders, 61% agreed that Gen Z is the most difficult generation to engage, compared to 20% who answered Millennials. More than 1 in 3 (38%) also say that trying to keep Gen Z employees engaged consistently is their #1 cause of burnout as leaders.

However, it appears that a greater challenge means a greater reward. When asked what motivates and inspires them when it comes to engaging their workforce, 44% say, "Seeing Gen Z employees become more engaged."

Energizing Gen Z employees is critical to developing the leaders of tomorrow. To succeed, organizations need strategies that resonate with their communication styles, interests, and preferred learning methods, such as gamification and other interactive experiences.

**Which generation of employees do you struggle to engage more than all other generations?**



*"The learning styles over the years have changed, and with the new generation coming in, we had to really challenge ourselves to look at how we deliver our compliance training and make it more interactive, more engaging. With Kahoot! we were able to make that learning engaging for people to really retain the information."*


**—Chris Short, Learning Operations Manager at Virgin Atlantic**



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# Leaders are investing time in engagement, but is it paying off?

A close-up photograph of a woman with blonde hair and bangs, wearing a blue and white striped shirt. She is gesturing with both hands, palms facing forward, as if explaining something. To her right, the back of a man's head and ear are visible, showing he is listening. The background is a soft, out-of-focus white.

**While organizations may dedicate time, energy, and funding to engagement, many fail to measure its full impact.**

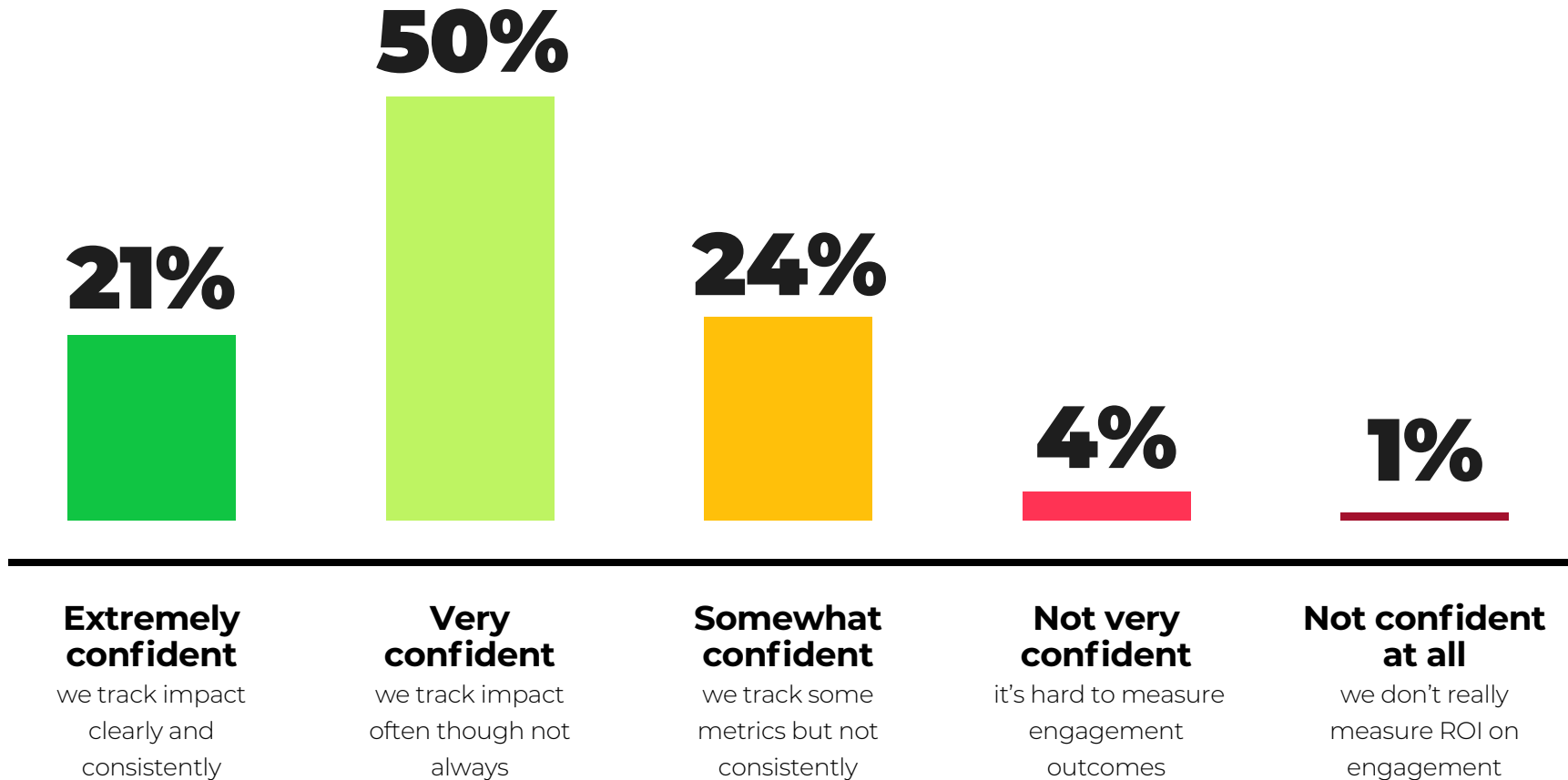
No matter the strategy, engaging employees takes work, and often requires a budget. However, 29% of leaders say they lack confidence in tracking the ROI of engagement programs, and fewer than a quarter (22%) measure engagement impact clearly and consistently. Without tools to measure the outcomes of engagement efforts, leaders will lack the information needed to optimize their approach—potentially wasting resources on tactics that don't work or missing opportunities to capitalize on success.

Many leaders do recognize the importance of tracking the results of engagement, however, as 48% say, “Seeing real ROI, with data showing your efforts are paying off,” is their strongest motivation when engaging their teams. Specifically, leaders surveyed most wish they could track how engagement drives productivity, not just logged worked (29%), as well as retention of top talent (22%), and the energy and efficiency lift of fully engaged teams (19%).

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## How confident are you in your ability to measure the ROI of employee engagement initiatives?




*"For a healthcare client, we placed strategic kahoots in the training, and that led to a 53% higher overall NPS in training, 36.7% lower attrition during the training period, and 10.5% higher trainer NPS."*

**—Miguel "Iggy" Buenavista, Learning & Development Manager at TTEC**



# More recognition, learning opportunities, and communication are key for both leaders and teams

**Leaders call for more energizing team experiences, recognition of great work, and upskilling to boost their own engagement and that of their workforce.**

A photograph of three people in an office setting. A man with glasses and a beard is high-fiving a woman with long dark hair who is laughing. Another person's head is visible in the foreground, also participating in the high-five. The background shows office shelves with books and plants.

The data is clear: both leaders and their team members are struggling with engagement at work. What do they need to start reversing this trend? Leaders' top request to feel more engaged personally is greater energy, creativity, or fun in their day-to-day work (58%), suggesting that it's not only Gen Z that needs a new approach to engagement, but leaders too. Following this, leaders want more opportunities to grow their skills (52%) and better technology to connect with their teams (48%). This echoes leaders' feelings of being unprepared to engage their teams effectively, and speaks to the importance they place on engagement success.

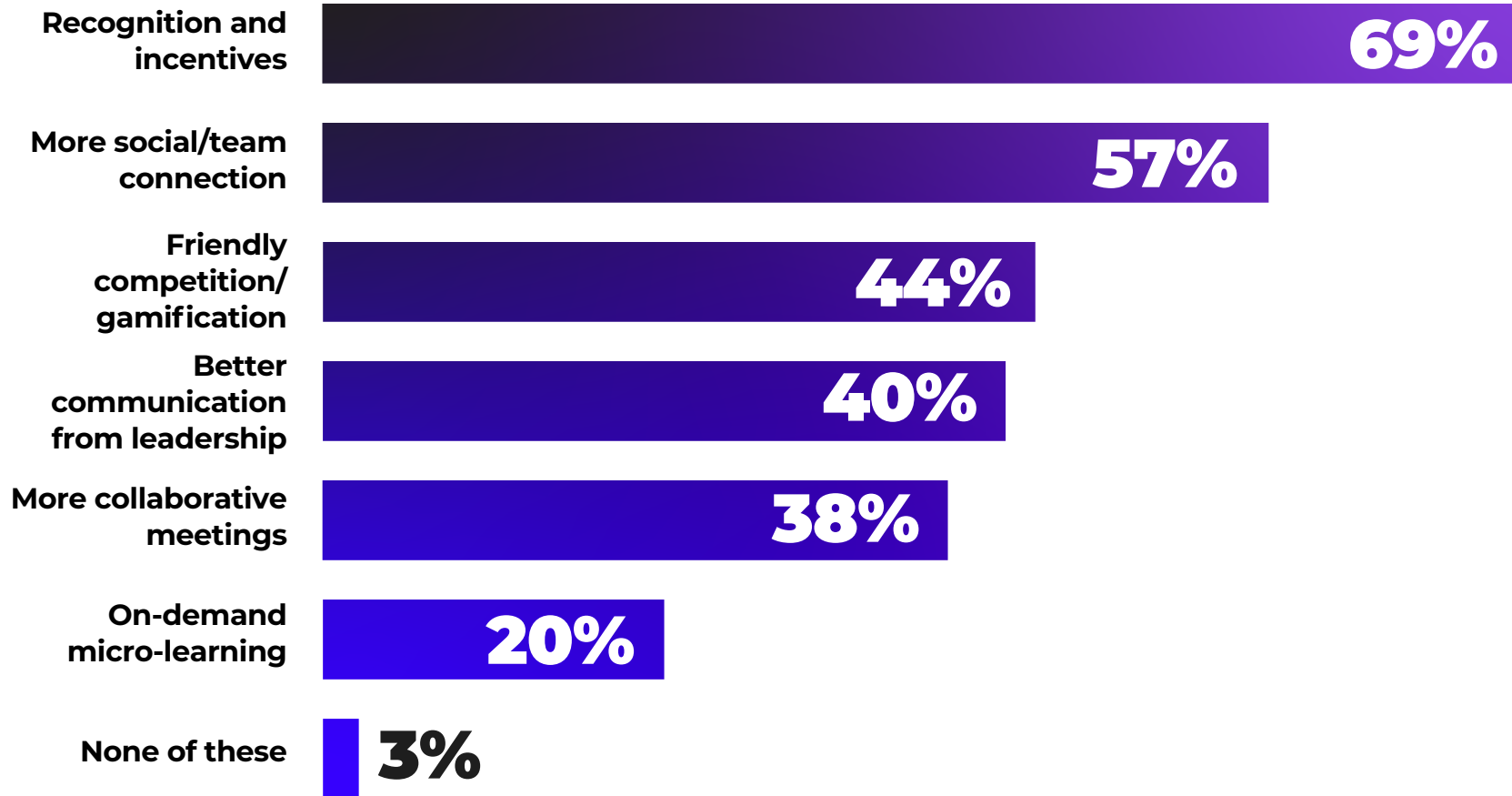
Leaders also report being most inspired to engage their teams when they get positive feedback on their efforts from their team members (68%) and host meetings where everyone is tuned in and actively participating (54%), highlighting the need for communication tools that give everyone a voice.

When asked what would boost their team's engagement the most, recognition and incentives ranked highest at 69%, followed by more team connection (57%), and friendly competition/gamification (44%). Recognition is also one of the top tools leaders say is missing from their engagement toolkit, after better access to training and upskilling opportunities.

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## Which of the following would most boost your team's engagement tomorrow?



*"Employees feel more engaged when their ideas are heard, their contributions are valued, and achievements are celebrated."*

—survey respondent

## Methodology

This survey was conducted online by Researchscape on behalf of Kahoot! from August 12 to 21, 2025, and includes responses from 221 HR and Training professionals in the U.S. and U.K. with the title of manager or above and at least one direct report. Topline results were weighted to be representative of the broader target population.

For general inquiries, email [\*\*business@kahoot.com\*\*](mailto:business@kahoot.com)

For press inquiries, email [\*\*press@kahoot.com\*\*](mailto:press@kahoot.com)

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