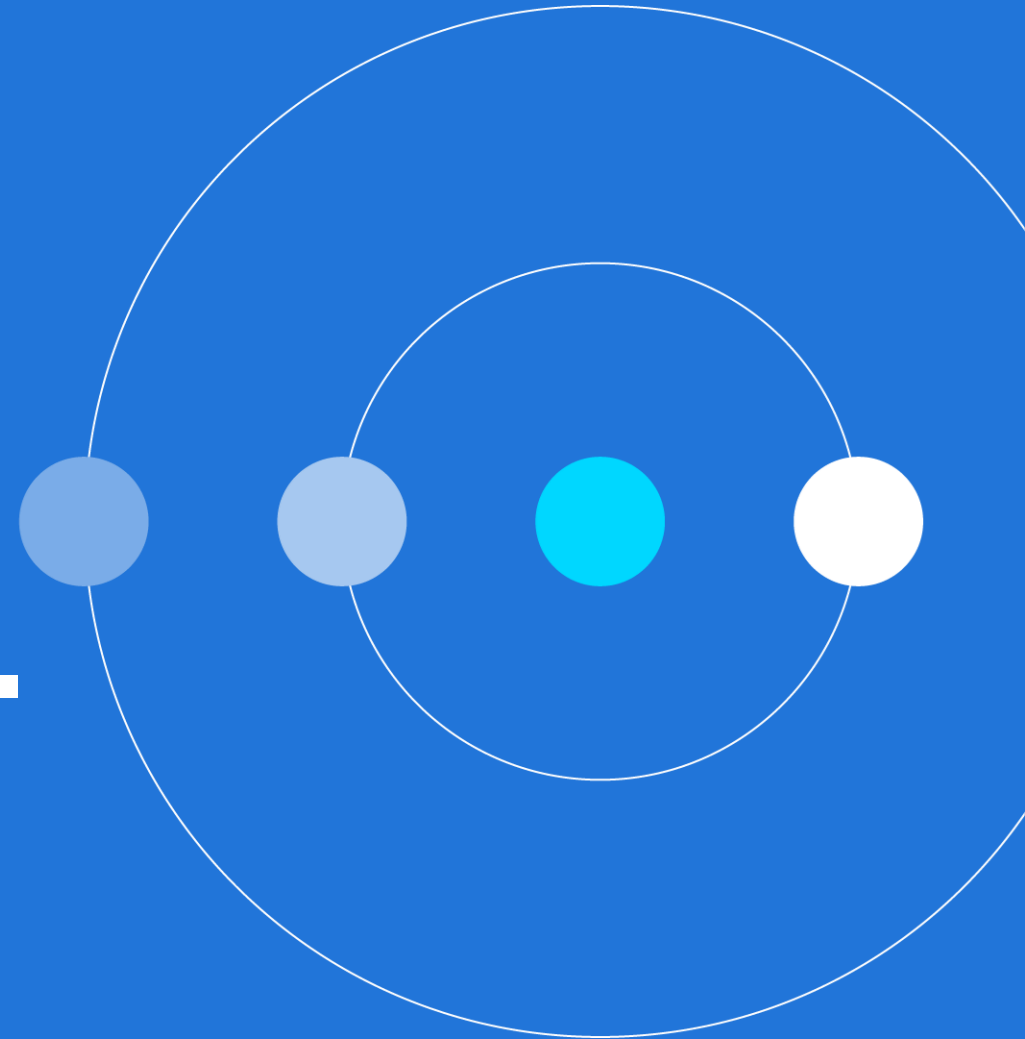


randstad singapore

workmonitor 2024 rethinking ambition.



partner for talent.

The **Randstad Workmonitor** explores the views of working people in 34 markets across Europe, Asia Pacific and the Americas. It provides employers with an inside look at talent attitudes, ambitions and expectations as the world of work continues to transform.



Launched in 2003, our flagship thought leadership is one of the longest-running and largest studies of its kind.



27,000 talent across 34 markets in Europe, Asia Pacific and the Americas every year.



In our 20th edition, we published key insights into the evolution of work since the instant messaging was incorporated into the first smartphone.



This year ambition, flexibility, equity and AI & skilling have emerged as key areas of focus.

about the survey.

The survey for our 2024 study was conducted online among 27,000 respondents aged 18-67, between October 23 and November 11, 2023.

It includes responses from 27,000 workers in Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Greece, Hong Kong SAR, Hungary, India, Italy, Japan, Luxembourg, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Singapore, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States.

In the 2024 edition, 759 locally-based employees and job seekers in Singapore were surveyed.



workmonitor 2024: key findings.

A stands for ambition: Talent is rethinking what ambition means, putting work-life balance, flexibility, equity and skilling at the heart of their career decisions.

B stands for balance: More people are prioritising their personal lives over career.

C stands for connection: Employers must understand workers' needs and desires to rekindle their connections with talent.

The report has identified 4 key areas that will help employers better understand the new ABC of talent engagement: **ambition & motivation, flexibility, equity & understanding, and AI & skilling.**



flexibility.

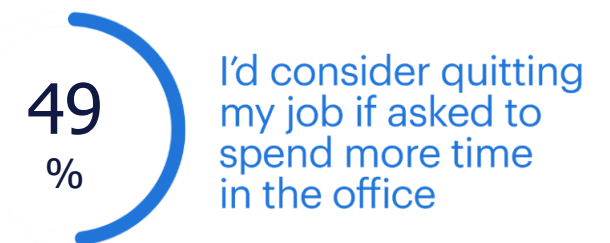
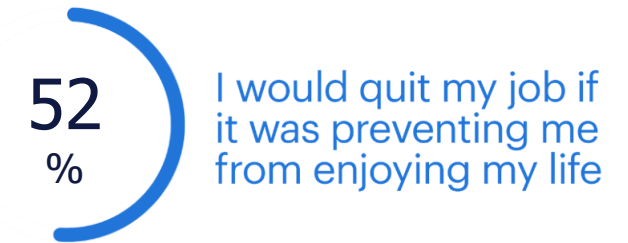


flexibility with intentionality.

While some employees thrive in the office, a significant portion of the Singapore workforce now prioritises flexibility. This means that enforcing rigid office-centric work models could lead to employee disengagement and potentially higher turnover.

To attract and retain top talent, employers must embrace flexibility with intention. This means understanding individual needs and developing flexible work models that support both business goals and employee well-being.

Employers who embrace flexible work stand to create a work environment that fosters self-driven, engaged employees, leading to a more productive workforce and successful business.

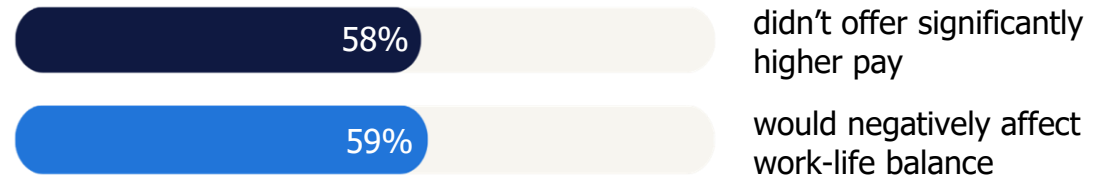


workers are prioritising work-life balance over pay.

Research suggests a surprising trend in Singapore's talent market: work-life balance is becoming a higher priority for employees than salary, even amid rising living costs and inflation.

To attract and retain top talent, employers should go beyond simply reviewing salaries. Fostering a positive work experience that prioritises work-life balance is crucial.

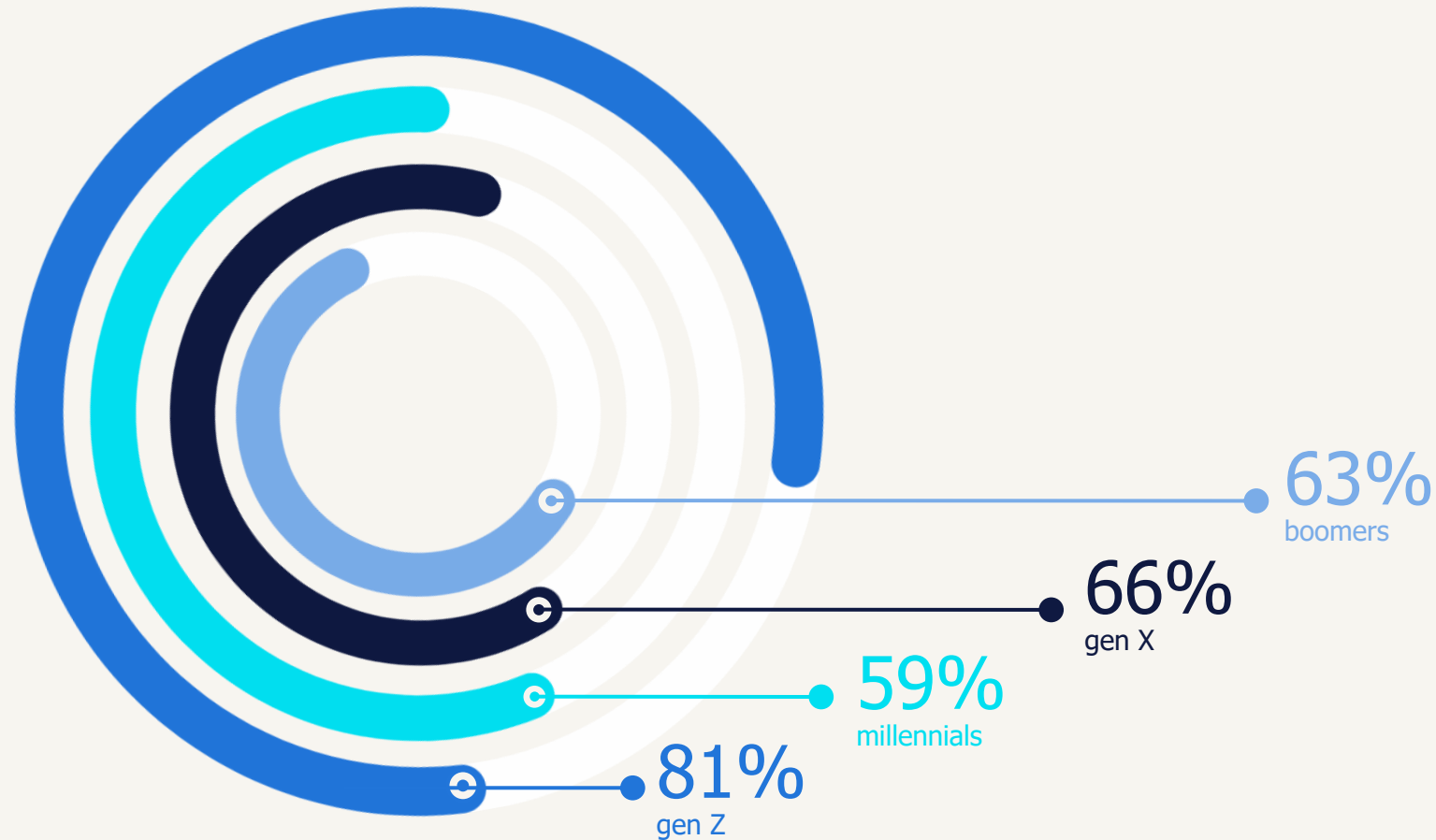
would not accept a job if it



importance for current and future jobs



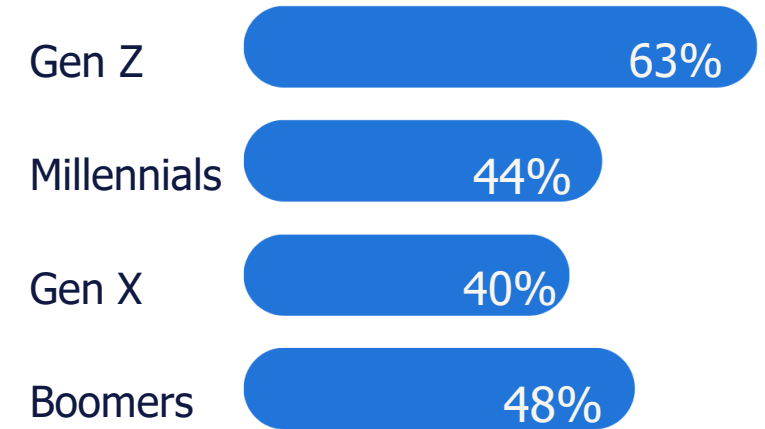
2 in 3 have made changes to their lives,
thinking that flexible work will continue after the pandemic.



46% said that hybrid work is non-negotiable for them.

2 to 3 Gen Zers said that working from home is non-negotiable for them, followed by 48% of Baby Boomers.

Singapore workers may be more accustomed to flexible work arrangements, having grown up with technology that allows for remote work. They may also be more likely to prioritise work-life balance and well-being. Additionally, the COVID-19 pandemic may have normalised remote work for many younger workers, making them less willing to accept a traditional office job.





49%

of singaporeans consider quitting if their employers asked them to spend more time working in the office.

69%
Gen Z

47%
Millennials

44%
Gen X

45%
Boomers

flexibility: key learnings.

- **Flexibility remains a priority.** As rigid office-centric models could lead to disengagement, employers should design flexible work models that cater to individual needs while still achieving business goals.
- **Work-life balance is key.** By offering work-life balance options, employers can demonstrate their commitment to employee well-being and create a work environment that allows employees to thrive.
- **Focus on employee preferences.** Understanding individual needs and preferences for flexibility is the way to go for employers to create a more attractive and employee-centric work environment.



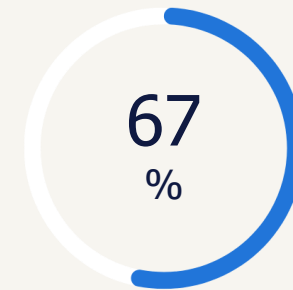
equity & understanding.



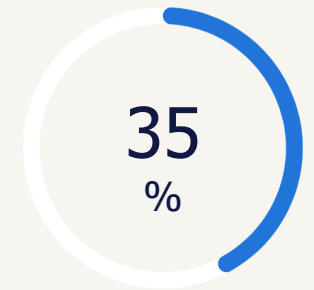
37% would not accept a job if the company wasn't making a proactive effort to be more sustainable.

This suggests a growing trend where job seekers, especially younger generations, are increasingly concerned about environmental issues. They are more likely to choose employers who actively take steps towards sustainability, such as reducing their carbon footprint, implementing eco-friendly practices, or having a clear sustainability policy. Possible reasons for this trend:

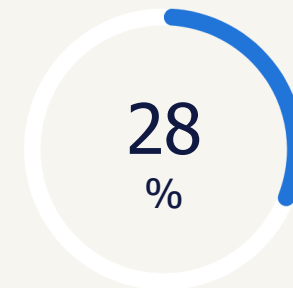
- environmental awareness
- alignment with values
- future-proofing careers



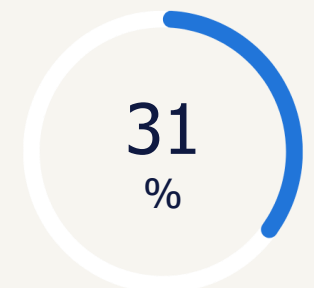
Gen Z



Millennials



Gen X

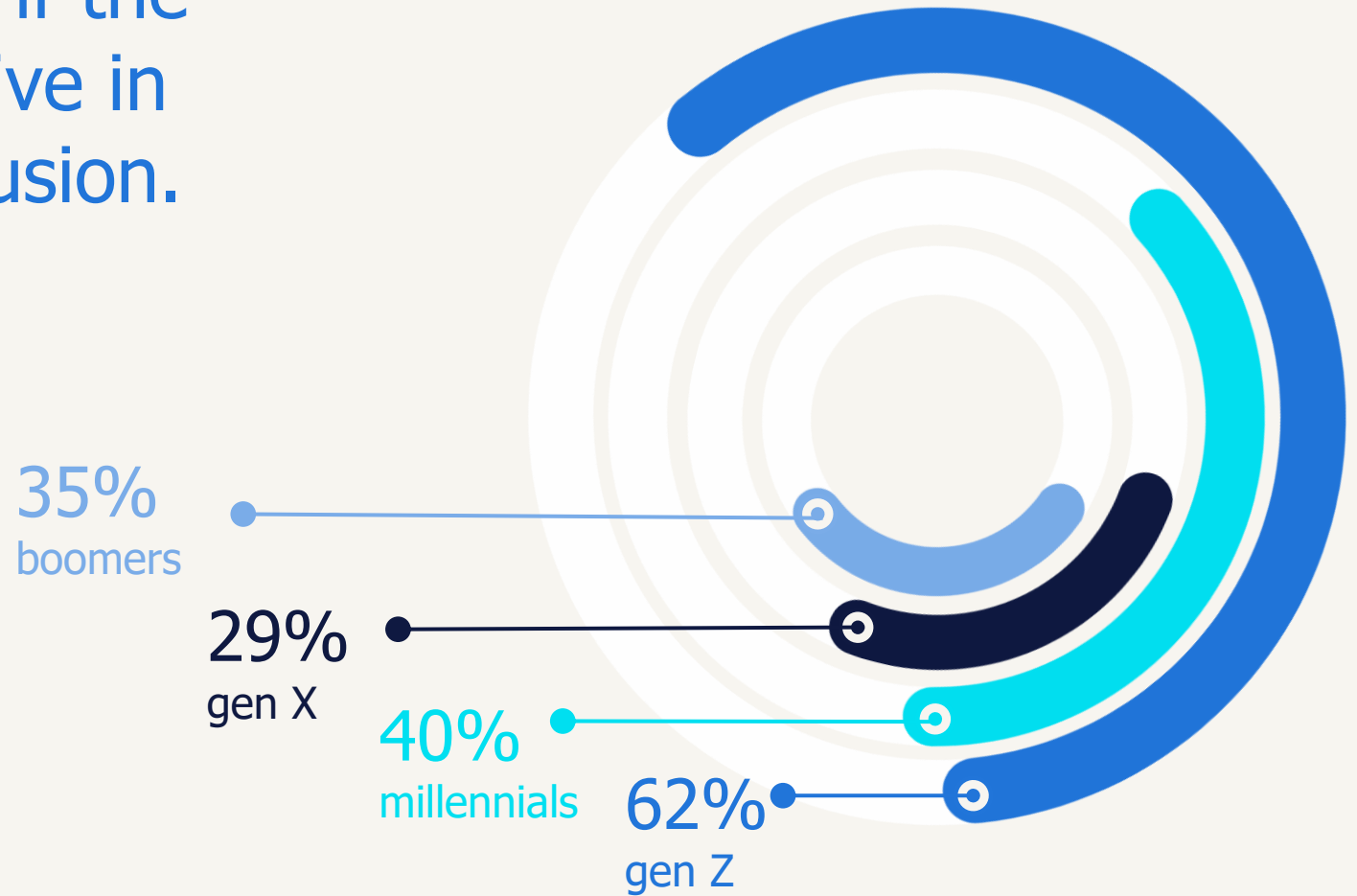


Boomers

39% will not accept a job if the organisation is not proactive in improving diversity & inclusion.

Gen Zers, in particular, who are known for being socially conscious value working for employers that promote diversity, equity and inclusion. Working in an inclusive environment fosters a sense of belonging that will contribute to better job satisfaction and career growth.

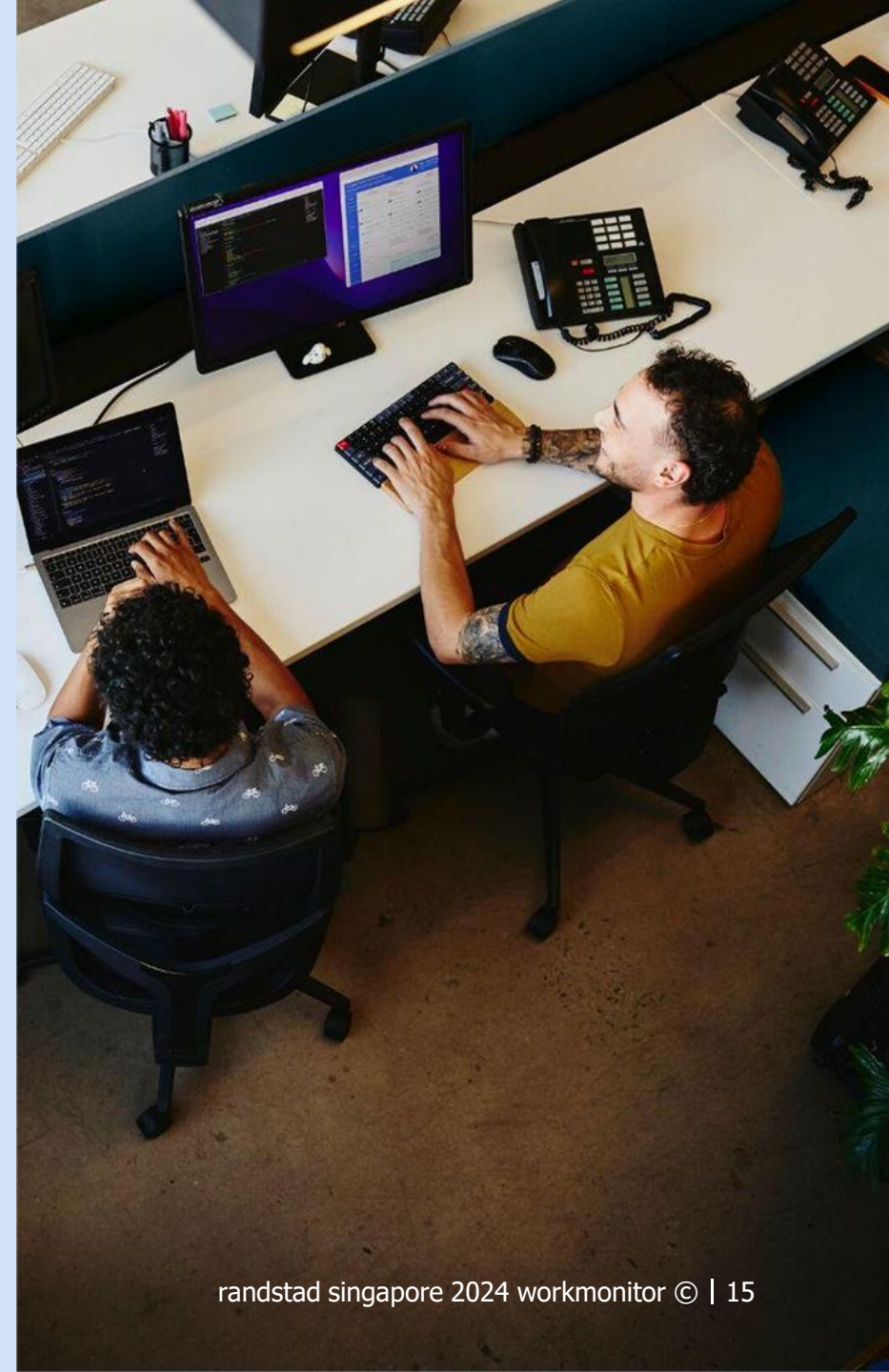
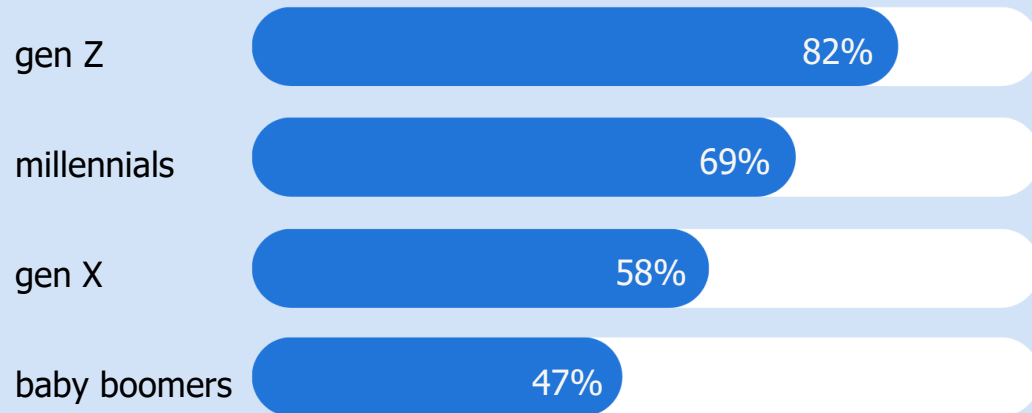
Companies that actively promote D&I initiatives can attract and retain top talent, particularly among younger generations.



2 in 3 respondents hide aspects of themselves at work.

Across generations, many employees are feeling the pressure to conceal aspects of themselves at work. This fear of judgment or not meeting perceived expectations of others can impact their sense of belonging and potentially drive talent to seek more inclusive workplaces.

I hide aspects of myself at work



talent see fostering equitable workplaces to be a shared responsibility.

Singaporean workers value independence, but collaboration builds stronger workplaces. While talent may take initiative to improve their environment, a true partnership with employers is what fosters truly equitable organisations.

This presents a unique opportunity for companies to stand out by demonstrating leadership and care for their employees. By offering programmes that support growth, inclusivity and well-being, companies can create a work environment where everyone feels empowered to contribute their best.



shared responsibilities in creating better workplaces.



worker employer



equity & understanding: key learnings.

- **Sustainability matters.** As more talent seek to work for companies that are more sustainable, organisations need to take proactive steps to implement eco-friendly practices and have a clear sustainability strategy and policy to attract and retain top talent.
- **Diversity and inclusion drive engagement.** Inclusive workplaces foster a sense of belonging, leading to better job satisfaction and career growth, factors that many talent are looking for in employers.
- **Psychological safety is key.** Companies can create a psychologically safe environment by promoting open communication, celebrating diversity and offering programmes that support employee well-being and mental health



A woman with short dark hair, wearing a cream-colored jacket with floral embroidery, is smiling and looking towards the camera while working at a computer. In the background, two other people are seated at desks, working. The office has large windows and indoor plants.

workmonitor 2024:

rethinking
ambition.

workmonitor 2024: rethinking ambition.

A new talent ABC is emerging this year, focused on **A**mbition, **B**alance and **C**onnection.

As workers everywhere are rethinking ambition, placing work-life balance, flexibility, equity and skilling at the heart of their career decisions, organisations will need to adapt.

To be seen as aspirational places to work, employers will need to reconsider the ambitions of talent, build a more nuanced understanding of balance and forge strong connections with their workforce, as talent looks to build a true partnership with employers.



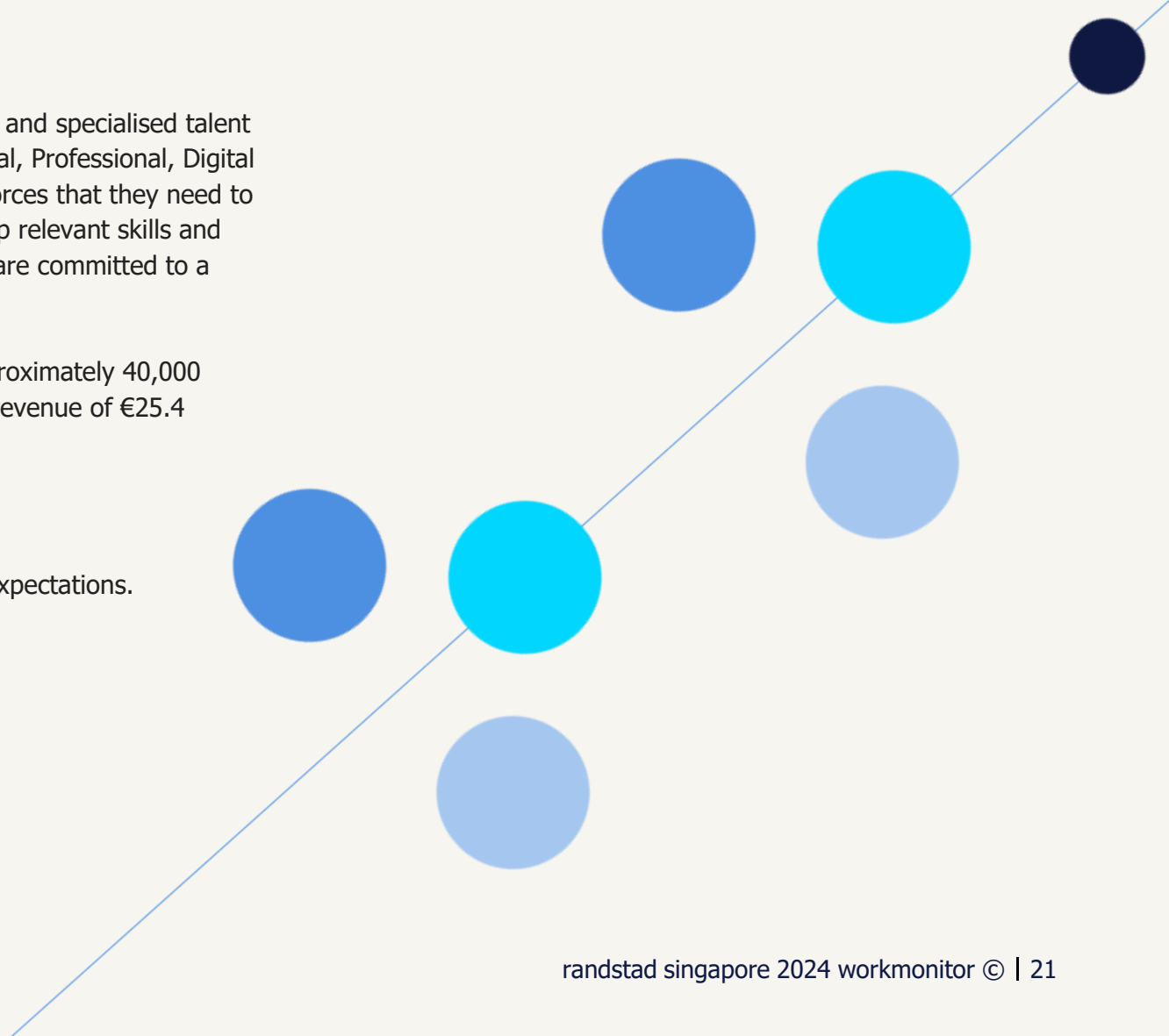
about randstad.

Randstad is a global talent leader with the vision to be the world's most equitable and specialised talent company. As a partner for talent and through our four specialisations - Operational, Professional, Digital and Enterprise - we provide clients with the high-quality, diverse and agile workforces that they need to succeed in a talent scarce world. We help people secure meaningful roles, develop relevant skills and find purpose and belonging in their workplace. Through the value we create, we are committed to a better and more sustainable future for all.

Headquartered in the Netherlands, Randstad operates in 39 markets and has approximately 40,000 employees. In 2023, we supported 2 million talent to find work and generated a revenue of €25.4 billion. Randstad N.V. is listed on the Euronext Amsterdam.

For more information, see randstad.com.sg.

Follow us on social media for the latest news and research on talent trends and expectations.



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