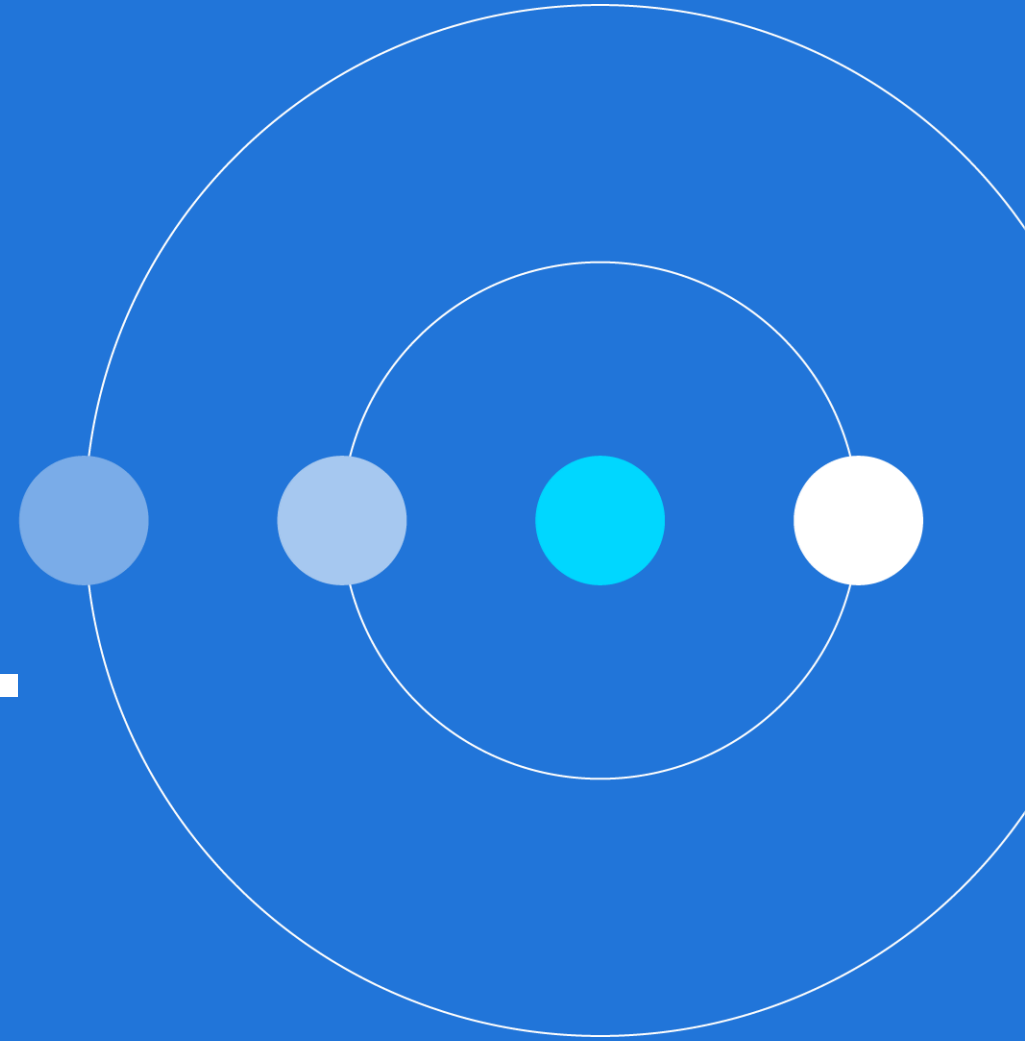


randstad singapore

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.

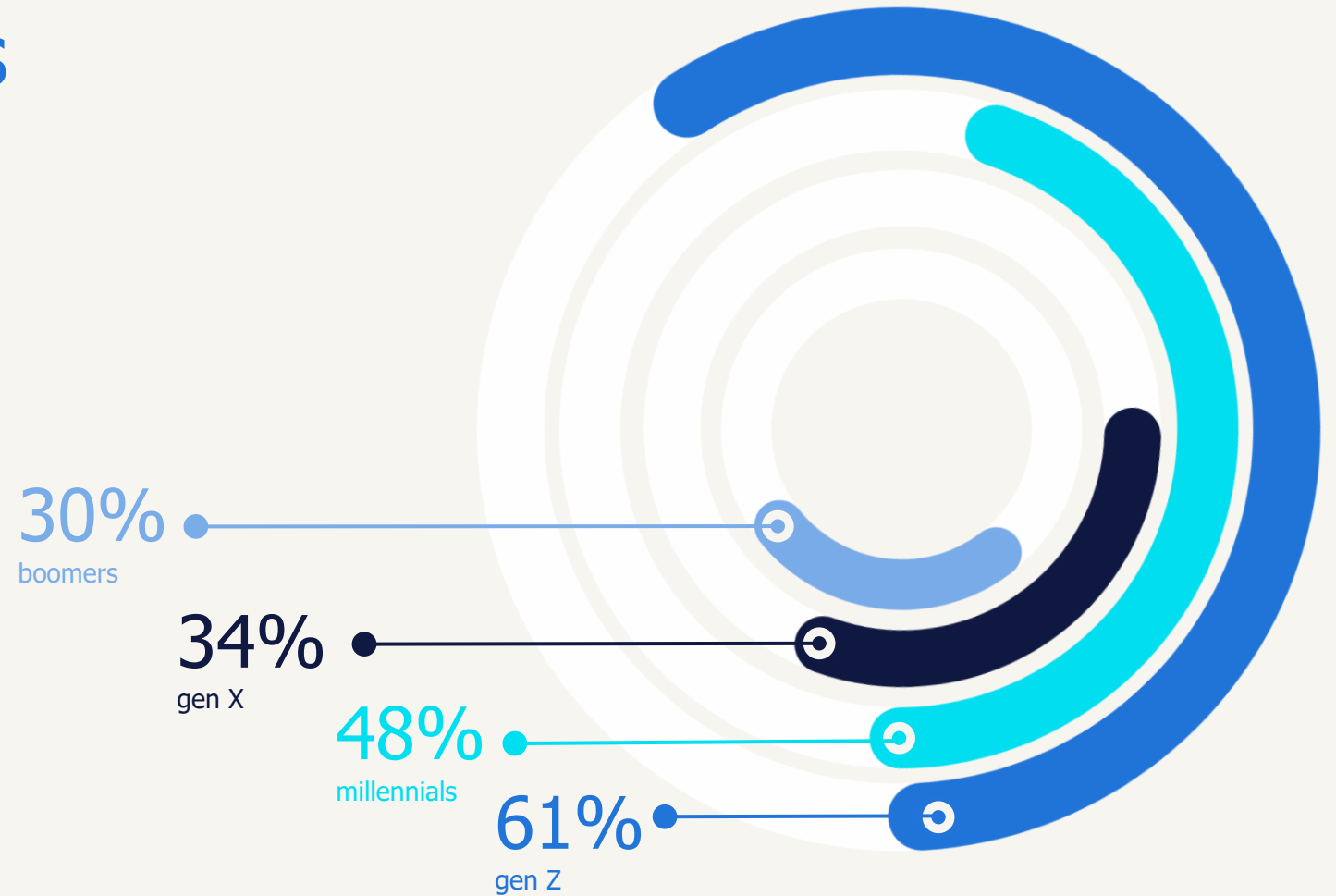
The report has identified 4 key areas that will help employers better understand the new ABC of talent engagement: **ambition & motivation, flexibility, equity & understanding, and AI & skilling.**



ambition & motivation.



42% of respondents would quit if their didn't offer career promotion opportunities.





68%

want to take on more
managerial responsibility

21%

higher than the
global average.

some talent putting their career progression on hold.

With limited control over external factors impacting career progression, employees are focusing on aspects they can influence, such as how they feel about their job and the environment where they work in.

Recognising this shift, employers need to go beyond competitive salaries and create a more holistic employee experience through engaging work and a good company culture that promotes collaboration.

59%

see their personal life more important than their work life

51%

are happy to stay in a role they like, even if there's no room for career progression

41%

do not want career progression and are happy at their current level

41%

said that their desire for progression is sometimes affected by what is happening in their personal lives

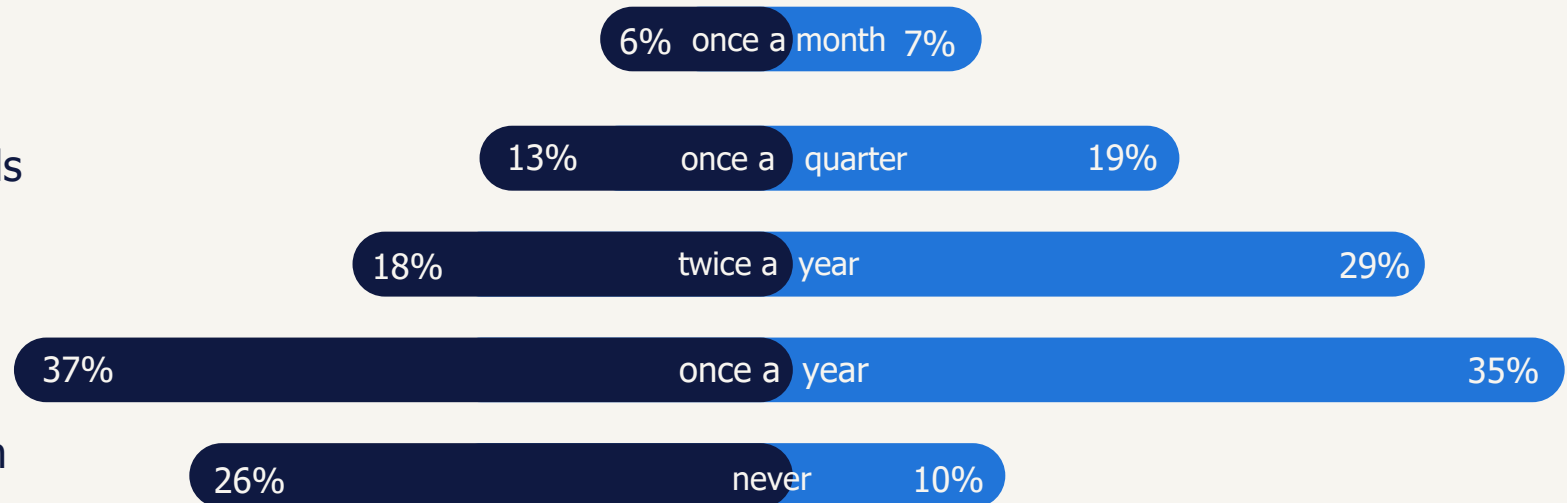
singaporeans are interested in how they can develop their careers.

There's a clear distinction between career progression (promotions) and career development (skill-building) in Singapore, and employees don't necessarily equate advancement with growth. Some workers who are not interested in promotion still value the opportunity to deepen their skills and capabilities.

Speaking to your employees regularly about either their skills development or their career progression paths guide them to think about how they can develop a plan to address their skills gaps and pursue their desired career path.

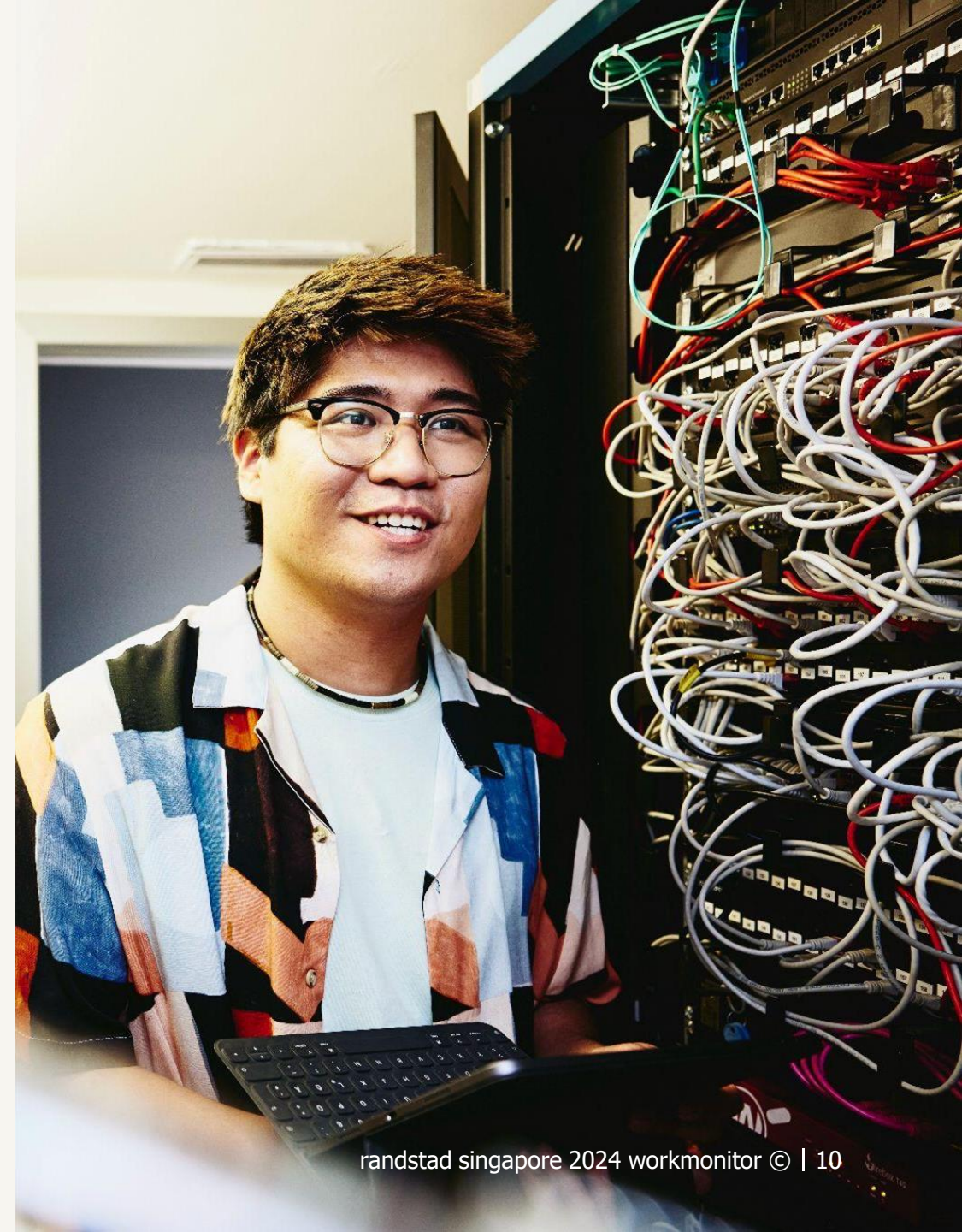
How often does your employer speak to you about your career progression?

How often would you like your employer to speak to you about your career progression?



ambition & motivation: key learnings.

- **Desire for growth is strong.** Talent in Singapore value opportunities to grow their skills and advance their careers. Companies can address this by offering clear career paths, mentorship programs, and access to training and development resources.
- **Engaging work & positive culture matter.** Competitive salaries are no longer enough, as employees seek a holistic work experience with engaging tasks, a collaborative work culture and a sense of well-being.
- **Connection is key.** There is no one-size-fits-all when it comes to ambition and motivation. Companies can acknowledge this by focusing on aspects they can influence, such as creating a stimulating work environment and creating a sense of agency for employees.

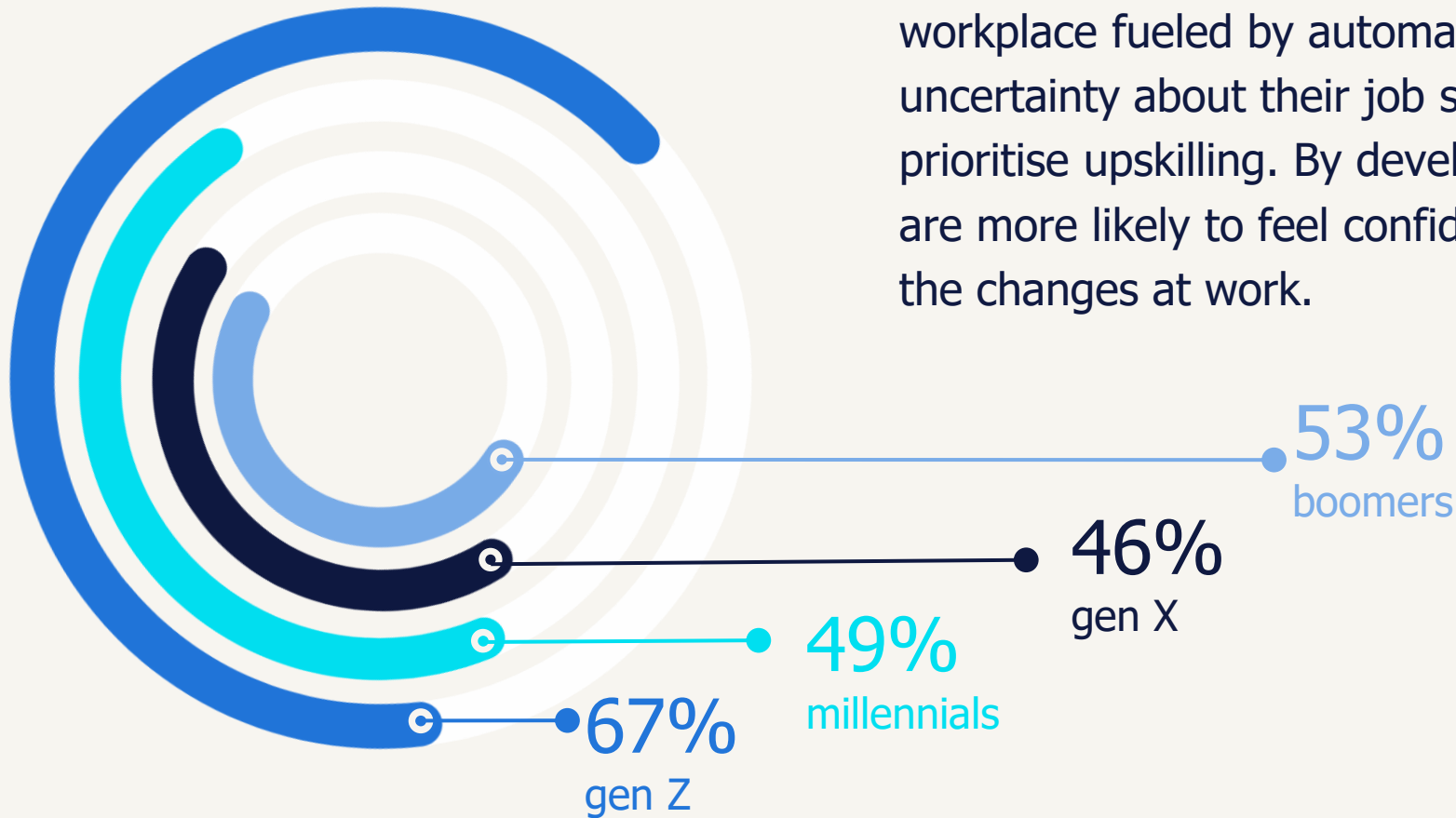


AI & skilling.



52% of singaporeans are worried that they will lose their jobs.

The workforce faces a unique challenge: a rapidly changing workplace fueled by automation and economic shifts. This uncertainty about their job security motivates them to prioritise upskilling. By developing in-demand skills, talent are more likely to feel confident about how they can adapt to the changes at work.



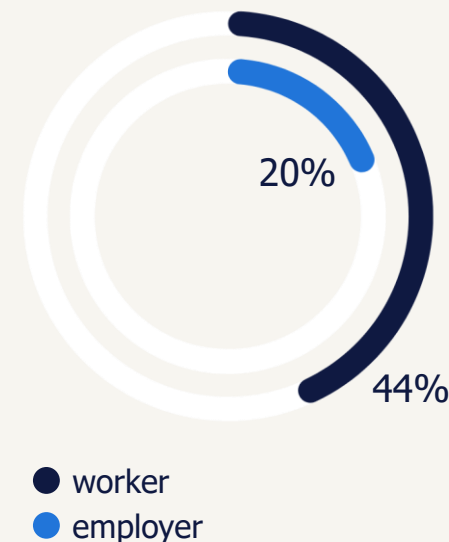
singaporeans seek growth partners.

The rapid evolution of job skills creates a shared responsibility for upskilling. To future-proof their careers, skilled professionals are actively seeking employers who offer guidance and opportunities for upskilling, allowing them to develop deeper capabilities.

Employers who go beyond on-the-job training by offering support like career guidance, tuition reimbursement, and flexible schedules for classes and exams, are more successful in attracting and retaining talent who are looking for professional development.

workers are also willing to take responsibility for training & upskilling:

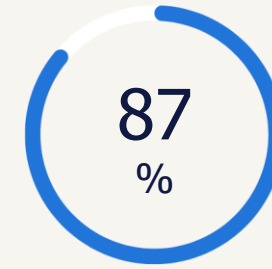
thinking about your current role, between you and your employer, where do you think the responsibility lies for training and upskilling?



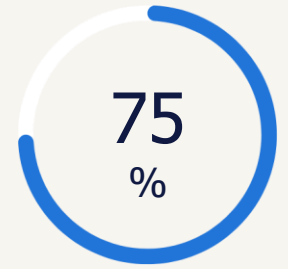
71% said training & development is important at all stages of their careers.

The workforce in Singapore showcases a strong desire for continuous learning and development opportunities, highlighting a shift towards a growth mindset.

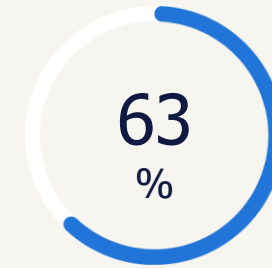
- **Evolving skills landscape:** The pace of technological change is rapid, requiring workers to continuously learn new skills to stay competitive.
- **Career advancement:** Continuous learning allows employees to expand their skill sets and knowledge base, potentially leading to promotions and career advancement.
- **Employee engagement:** Providing development opportunities can boost employee morale and engagement.



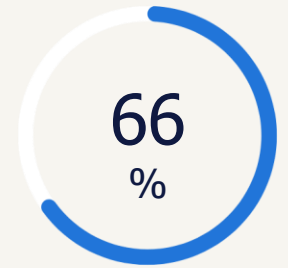
gen Z



millennials



gen X



boomers

2 in 5 would not accept a job if it didn't provide training opportunities to future-proof their skills.

When it comes to choosing a new employer to work for, Singaporeans are more serious about choosing a company that will invest in their skills development. When they deepen their skills, they feel more confident to adapt to digital disruption, contribute more effectively to the organisation, and chart a clear path for career advancement.

66%
gen Z



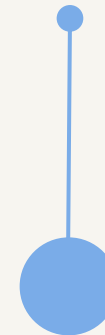
37%
millennials



30%
gen x



39%
boomers



talent seeks to invest in skills for the future.

Fueled by the rapid rise of AI and automation, the workplace is undergoing a significant transformation. This is driving a dual learning focus for workers who are adapting to this evolving landscape.

High-demand digital skills like artificial intelligence and tech literacy are crucial for keeping pace with changing job requirements. Talent are also recognising the importance of soft skills to navigate complex projects, adapt to change, and work effectively alongside AI.

This dual learning focus ensures that workers can operate the technology as well as think critically and creatively in a more digitally-driven workplace.

39% AI

29% IT & tech literacy

23% management & leadership skills

22% programming & coding

21% well-being & mindfulness

AI & skilling: key learnings.

- **Upskilling for a changing landscape.** Talent value employers who act as “growth partners” by offering guidance, opportunities and resources for upskilling. The focus on future-proofing their careers goes beyond just on-the-job training.
- **Dual learning focus.** The “dual learning” focus to develop both digital and soft skills allow employees to operate technology with confidence while also navigating complex projects and thriving in a more digital environment.
- **Shared responsibility for upskilling.** Unlike how they view improvements to their working experience, talent in Singapore leans on their employers for more upskilling support. Companies that offer career guidance, financial support and flexible learning options can attract and retain top talent who prioritise continuous growth.





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.



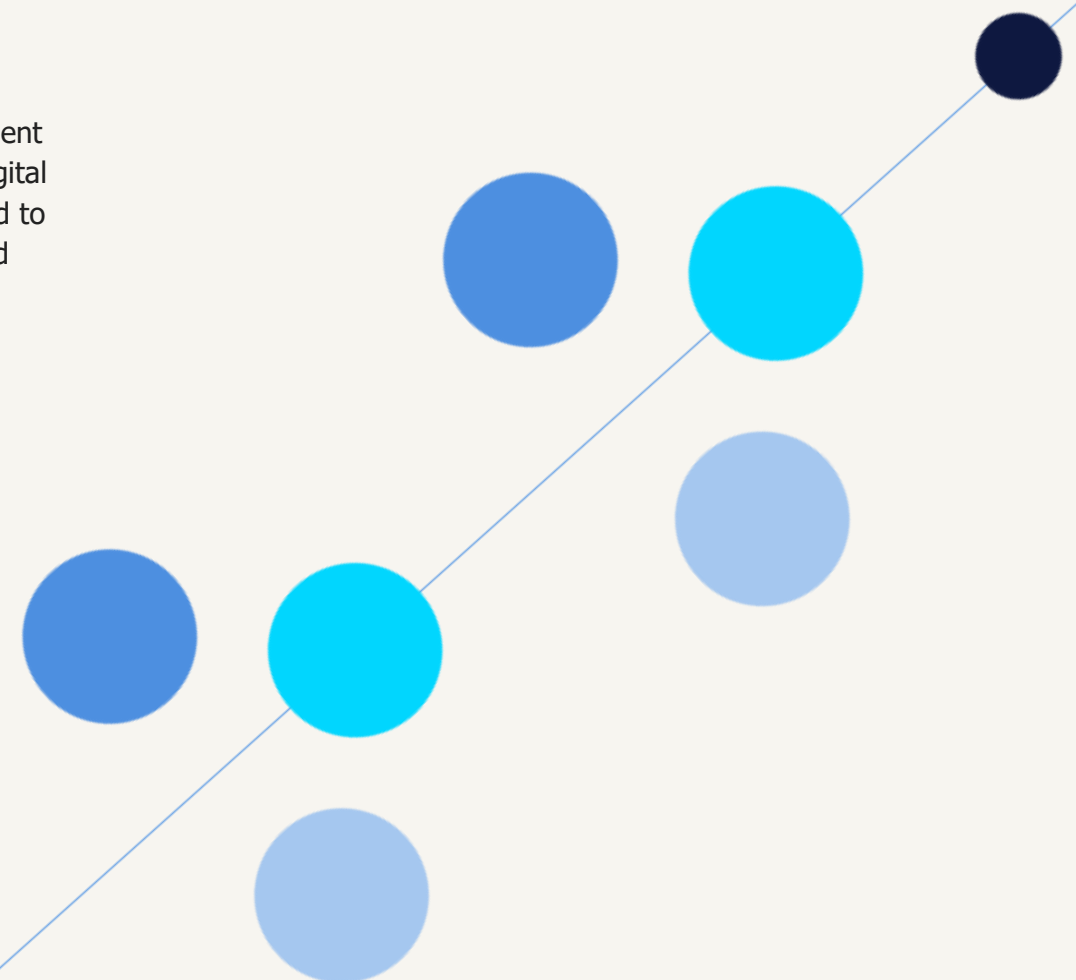
about randstad.

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.



partner
for talent.

