

NTUC Learning Hub survey of 650 working professionals in Singapore found that **78% of employers find it difficult to fill job roles** due to shortage of talent with relevant skillsets. *Source: [www.ntuclearninghub.com](http://www.ntuclearninghub.com) (22 Jan 2022)*

**Employers struggle to fill job roles as talents are not actively job-hunting**



**78%** of employers find it difficult to fill job roles due to shortage of talent with relevant skillsets.

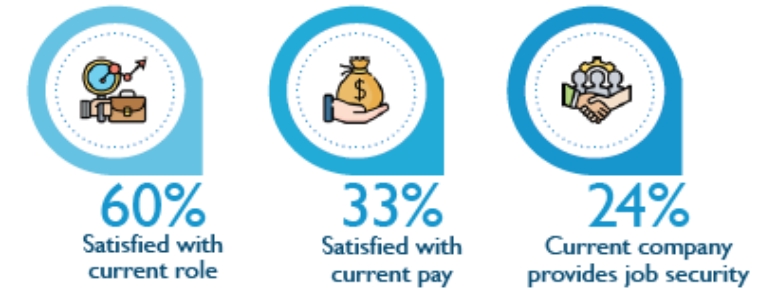


Only **1** in **10** employees are actively looking for a new job.

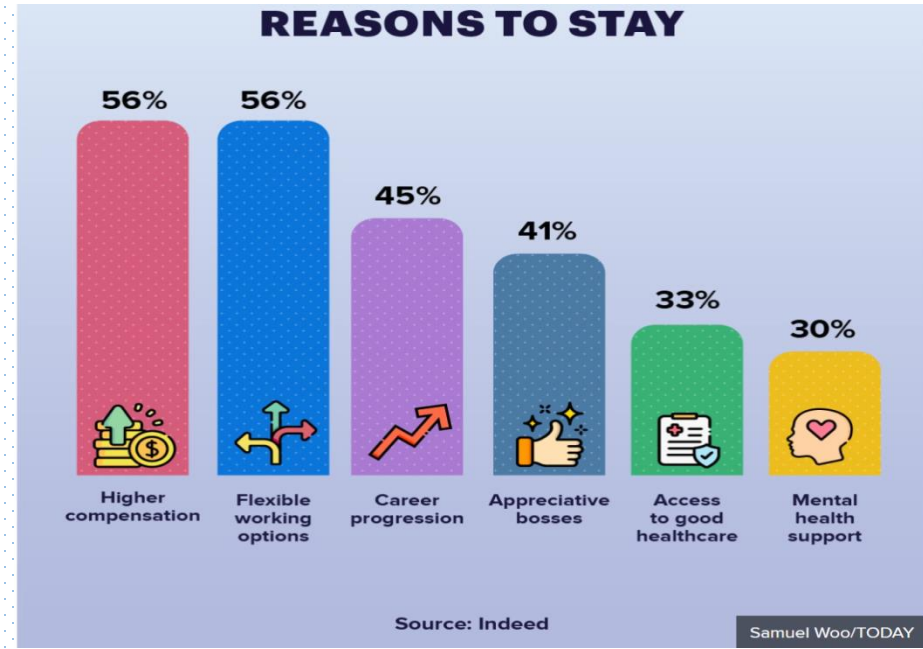
About **seven in ten employees** are either actively looking or open to a new job.



**TOP THREE REASONS FOR REMAINING IN THEIR CURRENT ROLE**



Indeed survey of about 1,000 Singapore workers in December found that **nearly one in four intended to leave their current employer in the next six months.** *Source: [www.todayonline.com](http://www.todayonline.com) (20 Dec 2021)*



# Singapore employers facing the talent crunch need to reinforce its brand as a **TALENT MAGNET** and **TALENT BUILDER**.

## A. Harness the power of employer branding and enhance employer-employee affinity

- Rally your employees around your org purpose
- Create a sense of belonging & culture of inclusivity
- Define the talent experience USP you want to offer

## E. Build fungible skillsets and develop career pathways to grow talent within

- Define requisite skills and knowledge to develop and equip employees to meet current and future business objectives
- Offer lateral career paths and cross deployment opportunities, building your leadership pipeline from within
- Incorporate learning opportunities through On the Job Training (OJT)

## B. Establish rewards that motivate workers

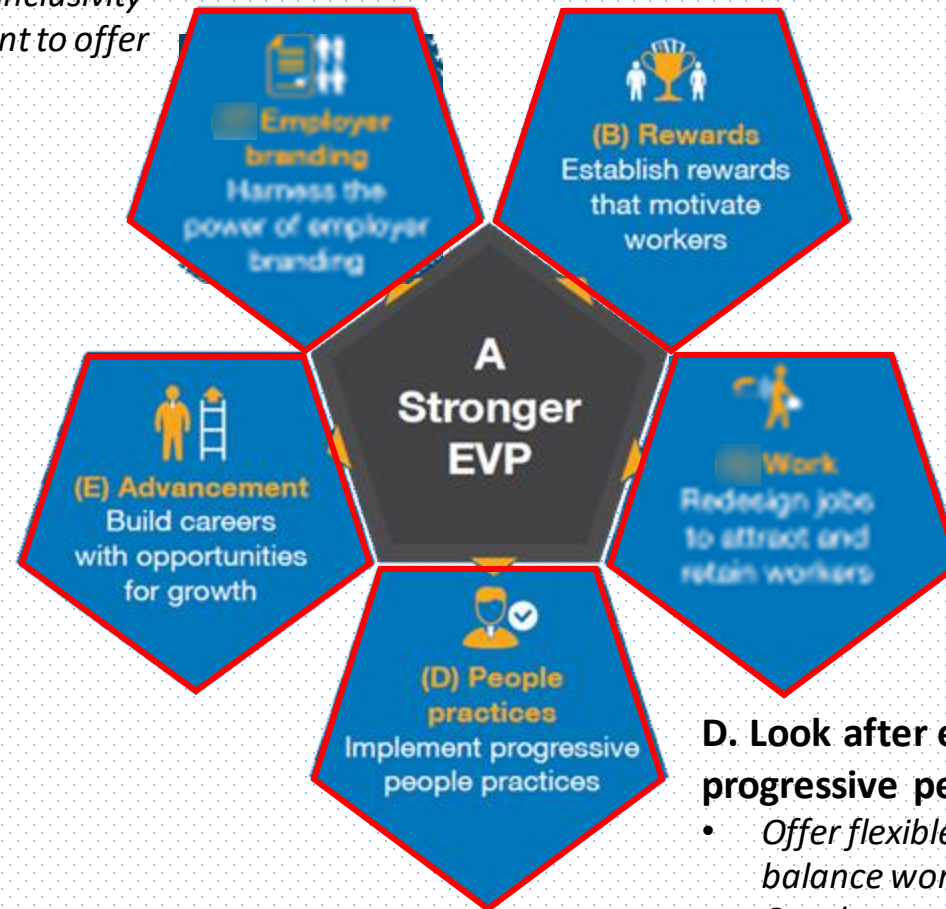
- Implement variable pay components that incentivises employees to “own the business results”
- Promote the concept of “Total Rewards” and look to complement base pay with flexible benefits tailored to employees’ specific life-cycle needs

## C. Redesign job roles & scope to improve productivity and elevate the job value

- Incorporate technology and reorganise scope, tasks and responsibilities of a role to improve employee productivity & satisfaction
- Supplement the team by leveraging gig workers with niche experience and expertise

## D. Look after employee well-being and promote progressive people practices

- Offer flexible work arrangements and encourage employees to balance work-life harmony
- Coach managers to proactively engage with direct reports, and demonstrate care, concern and appreciation



Source: [IHRP's Food Services Playbook](#) (September 2021)

# Design your employer brand to promote an EVP that is unique and authentic to your organisation

## Step 1



Assess current employer brand and identify challenges

- > What is the current reputation of the company as an employer?
- > What are some attributes of the company?
- > What are some brand challenges to be addressed?
- > How is this branding currently communicated internally and externally?

## Step 2



Design your employer brand

- > What does the company want to stand for as an employer?
- > What are some attributes that make it stand out?

## Step 3



Communicate your “new” employer brand

- > What are the new organisational processes needed to support the “new” brand?
- > How will the “new” brand be communicated internally and externally?

Source: [IHRP's Food Services Playbook](#) (September 2021)

## CASE STUDY



### Curates content to align to company goals & culture:

- KFC is known for its **people-centric work culture** and ensures it attracts like-minded candidates who can be independent and reliable workers
- In its recruitment page, it **calls for candidates looking for a nurturing and empowering workplace**
- The company's LinkedIn page regularly highlights long-time and star employees, and **brands KFC as a second family** for their employees

### Lets employees tell the story:

- KFC videos and posts share **stories of real employees** sharing personal accounts of how the fast-food chain has shaped their lives:
  - how a **part-timer eventually takes on a leadership role**
  - how a **pregnant employee received support** from management and team members
  - how employees grow personally and professionally thanks to **mentorship and training opportunities** provided by the company



# Human Capital Playbooks were developed by IHRP in partnership with the community to address key business challenges



## Food Services Playbook

**Launch:** 21 Sep '21 @ HR Tech Festival

**21** case studies

**22** templates

*Help organisations tackle key business challenges such as attracting & retaining local talent, optimising manpower and shifting business models*



## Hybrid Workplaces Playbook

**Launch:** 24 Sep '21 @ AfA for Work Life Harmony Showcase

**12** case studies

**14** guides/ templates

*Help organisations decide on best hybrid model and highlights implementation pitfalls & considerations*



## Digital Transformation Playbook

**Launch:** 8 Dec '21 @ IHRP PBP Forum

**22** case studies

**8** templates

*Help to prepare the organisation for a Digital Mindset and skillset to embark on a digital transformation*



## Work Transformation Playbook

**Launch:** 8 Dec '21 @ IHRP PBP Forum

**14** case studies

**29** templates

*Help organisations transform and grow through exploring job redesign and strategic workforce planning*



## Mental Wellbeing Playbook\*\*

**Launch:** 9 Dec '21 @ Workplace Mental Well-being Campaign 2022

**8** case studies

**8** guides/templates

*Help organisations understand the importance and benefits of supporting employee mental well-being at the workplace*

*\*\*The Mental Well-being Playbook was developed by the WHS Council and MOM, with the input from IHRP and also IHRP-SPs and IHRP-MPs*

Playbooks are housed at the IHRP Playbook microsite: [www.ihrp.sg/playbook](http://www.ihrp.sg/playbook) or IHRP Knowledge Bank: [www.myhr.sg](http://www.myhr.sg)

## HC Playbook Microsite

**IHRP Playbooks**  
The IHRP Playbooks will be a one-stop resource packed with use cases and toolkits especially for small and medium enterprises (SMEs) going through business transformation.

**IHRP Playbooks** | **HCDT Navigator** | **IHRP Playbooks**

"The Playbook is useful for all Food & Beverage companies who need to take stock of where they are. I have had the chance to harness my team's strengths by improving my company's Employer Value Proposition. It is not easy but it is necessary. This Playbook is an eye-opener and will help us to re-look at our Human Capital."  
**Kelvin Ong**  
CEO  
EURASIA GLOBAL FOODS PTE LTD

**Who is it for?**  
The IHRP Playbook is targeted at SMEs with smaller HR teams or office administrators that may not have the expertise and resources available to larger organisations. The IHRP Playbook is written in a human, non-technical language with each "Play" illustrated with local use cases from the sector.

**Overcoming your "last mile" business challenges**  
IHRP Playbooks help businesses diagnose key business, finance and operations challenges in their organisation and recommend a series of human resource "plays" to address them.

"I had the playbook design and helped for anyone in the food and beverage industry to understand whether for HR professionals, managers or business owners. We are working in a new normal world, working with the constant need to optimise resources and working towards digitalisation. This playbook will help businesses think and seek out answers to some manpower and market challenges."  
**Josephine Chua**  
Director of Human Resources and Quality, Normandy and Dairy Brands for WondraBran Singapore at Zhongshan Park, IHRP Master Professional (HR)

**Our Playbooks**

Coming Soon

Source: [www.ihrp.sg/playbook](http://www.ihrp.sg/playbook)

## Human Capital Diagnostic Tool (HCDT) Microsite

**HCDT**

About IHRP HCDT | For Organisations | For HR Consultants

**Exponentiate success to the power of your people**

When a workforce shines, the company does too. Create an environment for your people to thrive with the Human Capital Diagnostics Tool (HCDT) and drive business success.

**Learn More**

**ABOUT HCDT**  
**Turn people who fill roles into assets that fulfil business potential**

Gain evidence-based insights into your company's human capital maturity

Identify impact points and opportunities for business growth

Empower your HR team with ready-to-implement action plans to drive workforce transformation

**Learn More**

**Enabling more companies to thrive every day**

**750** companies

**20,000** employees

**28** industries

**Learn More**

Source: [www.ihrp.sg/hcdt](http://www.ihrp.sg/hcdt)

## Tapping the IHRP Community



# Thank You!



**Building a World-Class HR Community**  
**– Effecting purposeful change for People & Organisations**

*Follow us on Social Media @ihrp.sg*

