

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 (22 Jan 2022)

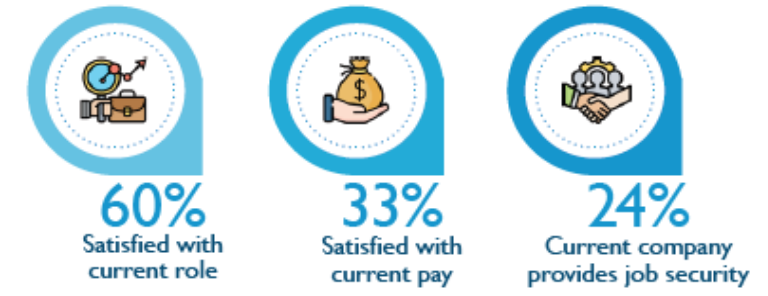
Employers struggle to fill job roles as talents are not actively job-hunting



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 (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

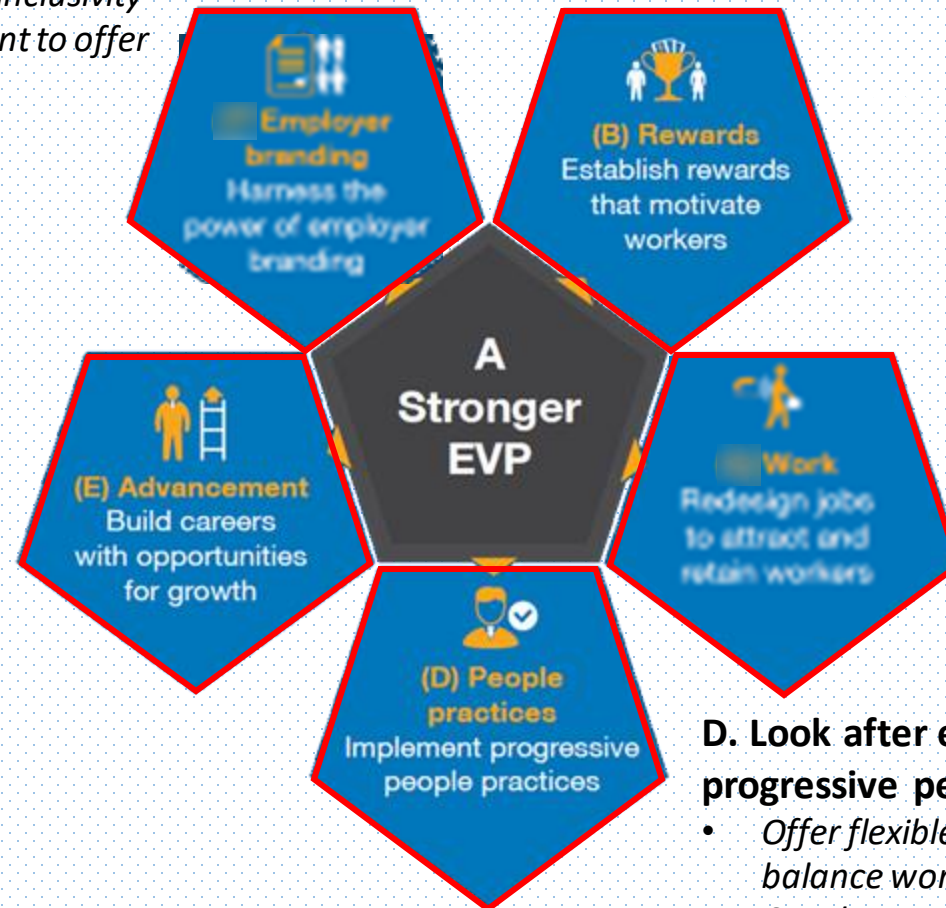
- Rally your employees around your org purpose
- Create a sense of belonging & culture of inclusivity
- Define the talent experience USP you want to offer

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

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)



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

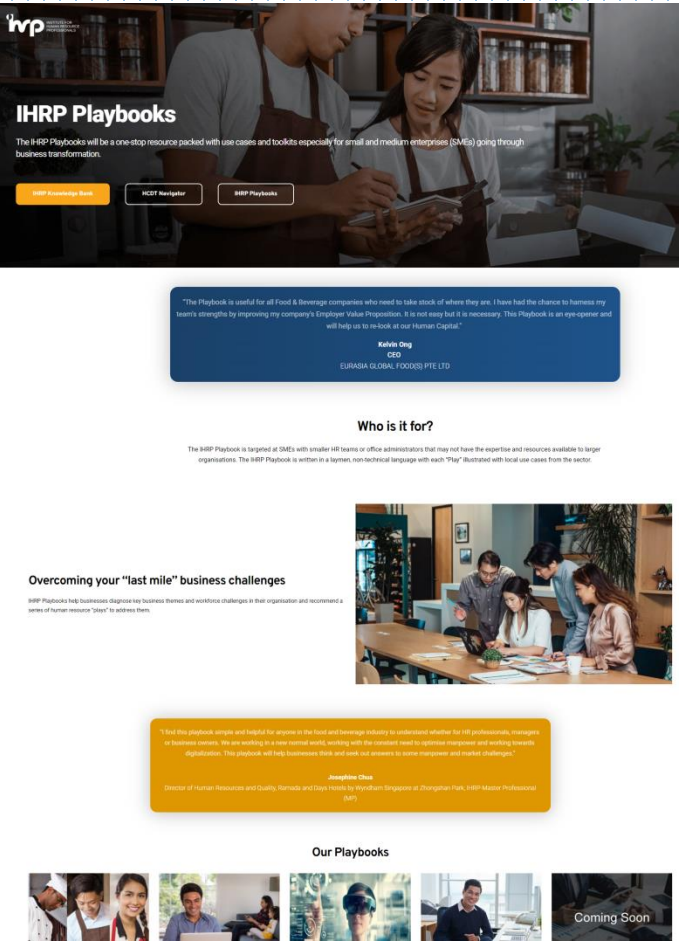
Help organisations understand the importance and benefits of supporting employee mental well-being at the workplace

***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 or IHRP Knowledge Bank: www.myhr.sg

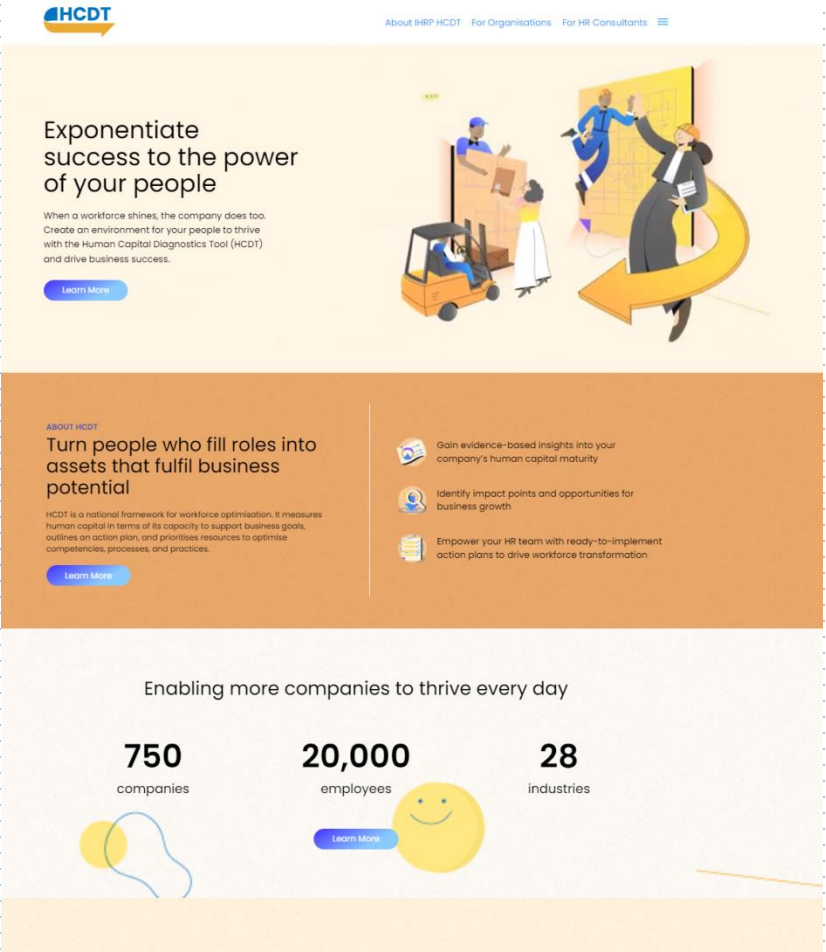
Channels to further engage and share IHRP's HC resources with business and HR communities

HC Playbook Microsite



Source: www.ihrp.sg/playbook

Human Capital Diagnostic Tool (HCDT) Microsite



Source: www.ihrp.sg/hcdt

Tapping the IHRP Community



Thank You!



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

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