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Asian workforce more individual focused says Hewitt study

A study commissioned by the Manpower Ministry has found that Asia's workforce is becoming more individual-focused.

Employees are changing jobs more frequently and constantly searching for better opportunities.

The study done by Hewitt Associates says this shifting set of cultural norms and changing value of employees is expected to lead to "a significant turnover rate" in critical talent roles in the next three to five years.

This is especially at the managerial and entry levels.

The study also showed that organizations have replaced seniority-based employment, with an emphasis on results and performance.

With greater emphasis on performance and customer orientation the study says employers will have to provide their staff with greater independence, empowerment, flexibility and challenging work, if they want to attract, motivate and retain the best workers.

Commenting on the study findings, the Permanent Secretary at the Ministry of Manpower, Leo Yip, said adopting effective people strategies to address these challenges will be critical to leveraging the full potential of the region's workforce, and to sustained corporate competitiveness.

The findings of the study will be presented and discussed at the upcoming inaugural Singapore Human Capital Summit to be held later this month.

The summit will bring together global and regional industry and thought leaders, as well as government leaders from the region.

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