



live webinar

building an engaging and effective remote workforce.

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Today's speakers



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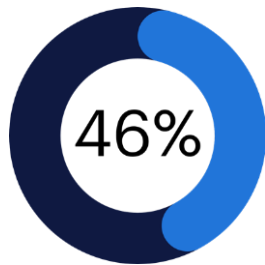


building an engaging and effective remote workforce.

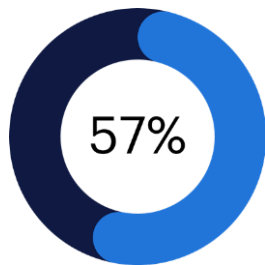
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employees see remote work and flexible work as the new standard.

mainland China

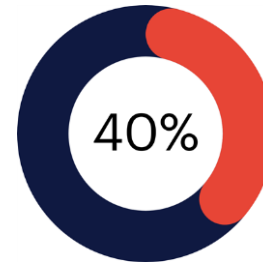


flexible work
promotes work productivity.

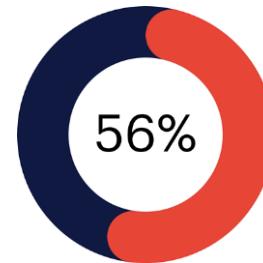


flexible working arrangements
have improved employee
engagement.

Hong Kong SAR



who worked from home said their
productivity has improved.



their employers allowed them to
have a hybrid work schedule.

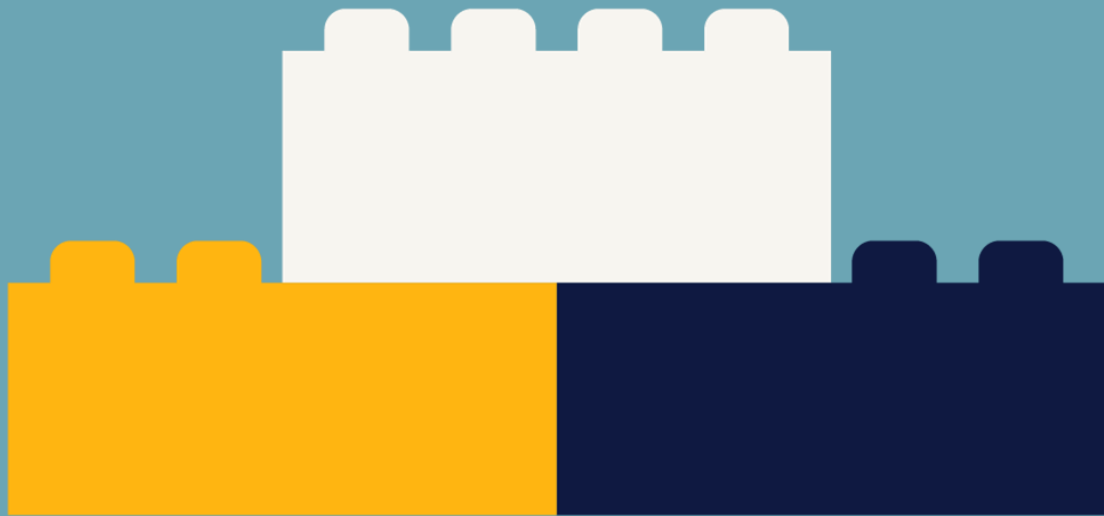
all 16 HR leaders are considering hybrid or flexible work as a long-term option.


Full-time remote work is not possible for some industries.

Many still believe in the importance of in-person collaboration.

how to build

an effective remote workforce.

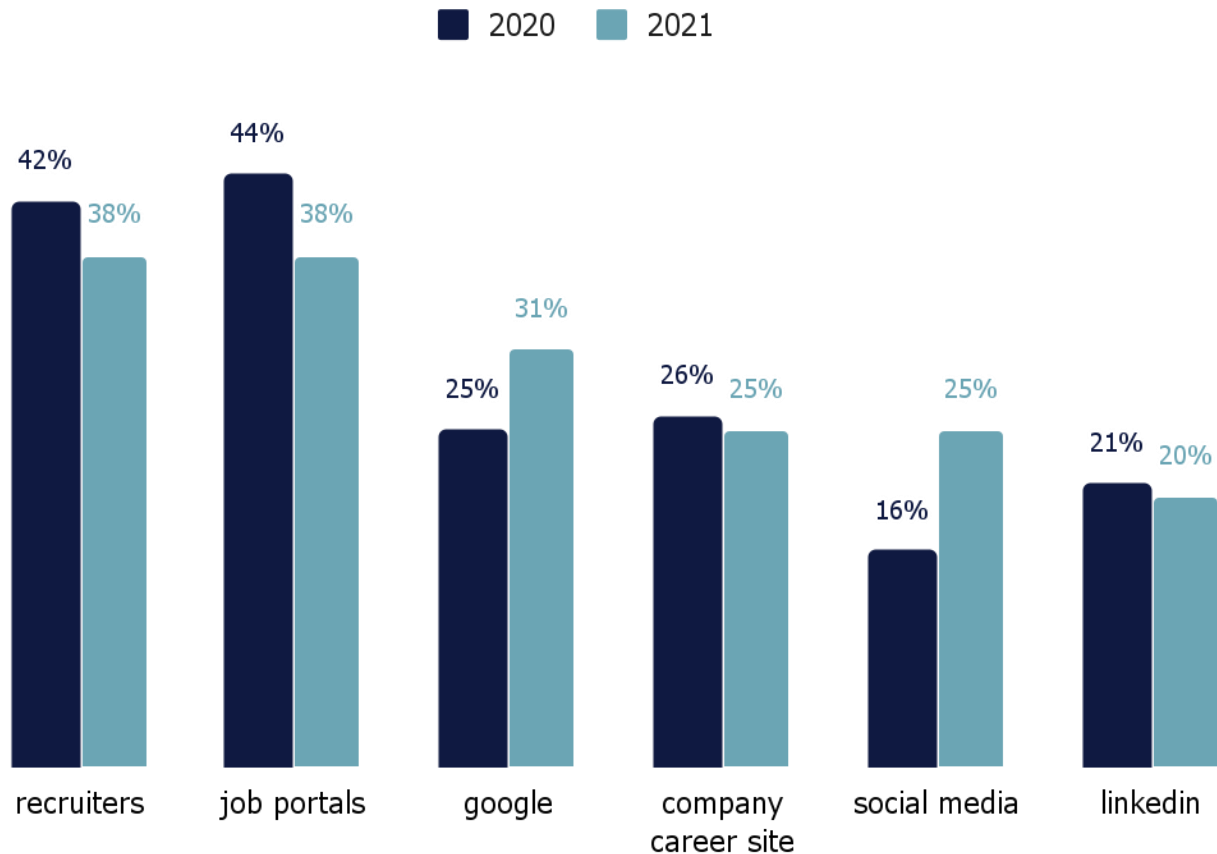




top talent is searching for a company
the same way they would any other
purchasing decision.

- Matt Charney

using a digital-first and holistic strategy to attract & engage new talent.



communicate your HR efforts clearly and across all channels.

Build a strong brand presence and ensure clear and consistent messaging across the popular job search channels used by candidates.

Out of the respondents who reported using social media platforms to search for jobs:

facebook	84%
instagram	66%
twitter	30%

the power of social media.

- 1.7 million users on LinkedIn in Hong Kong SAR, 16,000 new users in August.
- Work with your social media team for data analytics and support to reach and engage with your target audience.
- Promote internal events to let candidates know what it is like to work for you and align your values and purpose.
- Respond quickly to interested talent.

the power of reviews.

- Nearly 9 out of 10 customers read reviews before making a purchase.
- Focus on Google My Business & Glassdoor reviews.
- Create an advocacy programme and train employees in social selling so they can promote their work experiences.



the power of your website.

- Use employee stories to share how your employees have benefited from flexible or remote work initiatives.
- Design desktop/laptop and mobile-friendly user experiences.
- Work with your IT and marketing teams to build a seamless and hassle-free Applicant Tracking System (ATS).

the power of job portals.

- Educate the applicant about the job responsibilities, career development & growth opportunities as well as team size and culture.
- Explain your interview process to manage candidate expectations.
- Use visual content such as banners, infographics, images (of real employees) and videos.

don't forget about
the human touch.

recruiters

Recruiters act as your company brand ambassadors and use their extensive networks to promote your brand to talent in the market.

virtual or physical office tours

show your candidates how your employees are working together in the office and at home.

employee referral programme

good people know good people. Introduce and promote a referral programme to incentivise your employees to contribute.

campus partnerships

engage your talent early and enroll them in graduate training programmes to drive culture cohesion.

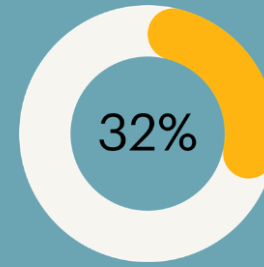


the best opportunity



to rethink your
talent strategy.

rethink your talent composition.



organisations are replacing full time employees with contingent workers.

skilled contracting talent

Hiring contract talent to fulfill projects and meet deadlines gives you more flexibility to adjust and allocate your budgets to where they are needed most.

job sharing

Give your employees the option to job share and work from home for better workplace flexibility.

freelancers

Many workers now hold more than one job, indicating their commitment and availability to take on different types of work, both within and beyond their full-time workplace.

global talent

By digitising your internal work processes, you can hire the best talent from anywhere without dealing with the hassle and costs of relocating them.

how to effectively

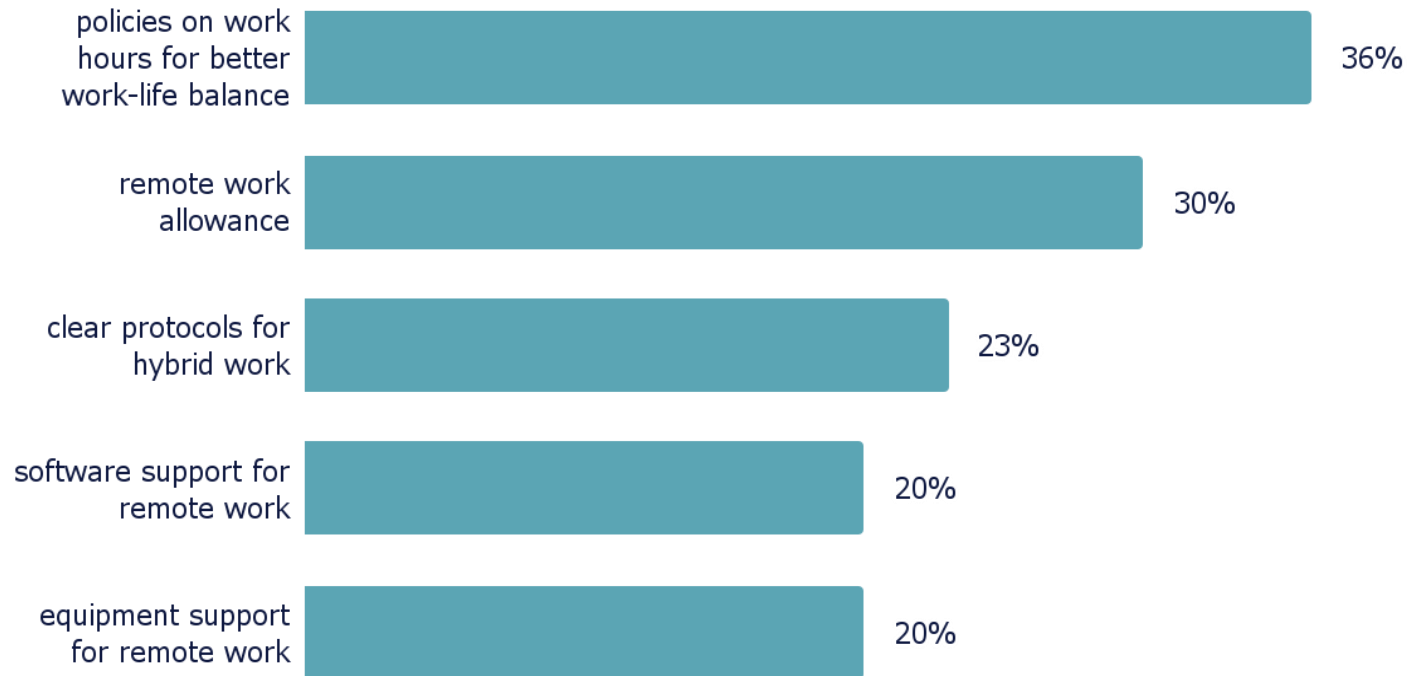


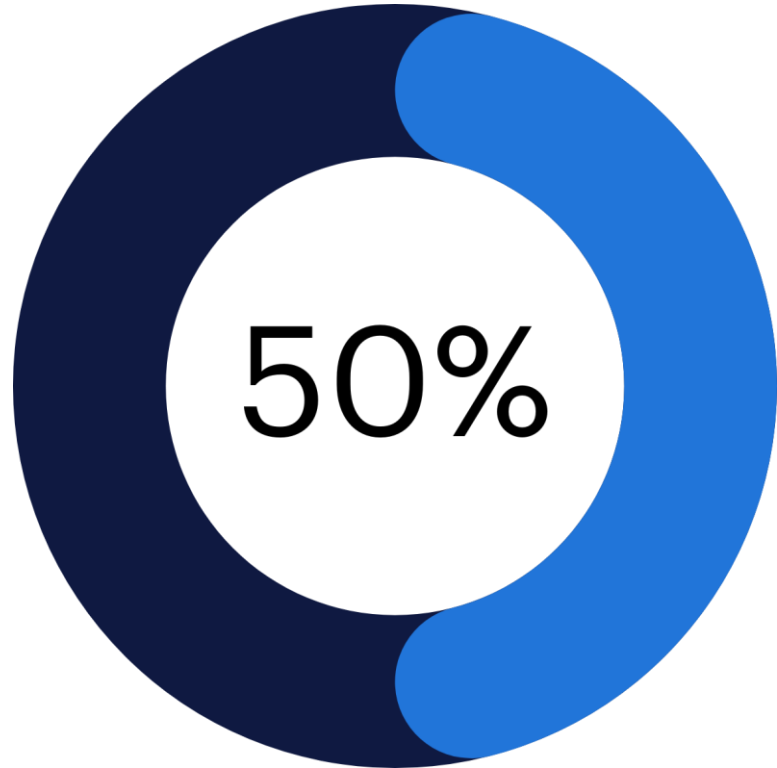
engage a remote workforce.

when reorienting workplace from an office-based setup to a hybrid or remote arrangement, the question is less of a “why”, and more of a “how”.



your employees need your support to be confident about remote work.





said that it has been a struggle to learn new skills to adapt to the pandemic.

one.

new HR incentives &
benefits to create a
positive work
experience.

Rethink employee benefits for flexible or remote work and consider how they will deviate from existing ones.

Nike, LinkedIn, Bumble, Hootsuite, Johnson & Johnson
Paid time off to support mental health and wellness.

Facebook, Asana, Takeda
dedicated 'no-meetings day' to help alleviate "zoom fatigue".

Shell Malaysia, AIA Singapore
A one-time, no-strings-attached stipend of USD\$750 stipend to buy IT equipment or pay for home utilities.

Randstad Hong Kong
Onboarding welcome packs, plants to bring some greenery to their work desks at home.

two.

new way of measuring
employee productivity.

Work is not where you do it but how you do it. To reflect this new way of work, your internal work progress and productivity measurements need to change.

In developing their company's hybrid work culture, business leaders must build trust across the organisation through a sense of accountability.

Klook: quality, not quantity

Employee performance reviews have shifted from pure metrics to the quality of work done and goals achieved — “has the employee done the best they could given their situation?”

Exabytes: using data to measure performance

When everyone is working from home, you don't get to travel or see each other. So the only thing you can do to determine results is to look at the data.



three.

new ways to engage
your employees.

Expand your use of new technology to bring people closer, even if they are miles away from one another.

Changi Airport Group: health ownership

Gamified their company's health initiatives so employees could sign up for various health activities and earn "vitality points" in the process.

Klook: virtual community building

The company set up experience teams in all their offices worldwide to improve staff engagement through online recreational activities and celebrations.

Grosvenor Group: using chatbots to engage employees

Hong Kong-based real estate company Grosvenor Group introduced chatbots, among other measures, to engage with remote employees.

Randstad: on-demand learning platform & remote upskilling

Transformed offline training programmes to be conducted virtually to continue workforce learning, and expanded access to more than 2,000 on-demand modules on Randstad University for employees to learn at their own pace.



“In general, we don’t expect people to be micromanaged. As long as their KPIs are in the green, we are okay. It’s one of the core tenets of how we operate. Being able to trust our employees is an important part of our culture.”

Shriram Krishna,
senior director at Thermofisher

download our latest
'the future of work is remote' white paper today.



**building an engaging
and effective
remote workforce.**

Jie Jun Yan

Principal

Head of Talent and Employee Experience

Mercer Hong Kong





As we accelerate into the future, skills are key to workforce sustainability and organisational agility

By 2025



85 Million

Jobs to be displaced by a shift in the division of labour between humans and machines



97 Million

New jobs that are more adapted to the **new division of labour between humans, machines, and algorithms**



50% of all employees

Will need reskilling



#1 Challenge to Transformation

Lack of Workforce Capability and Skills

41%

of Executives see workforce reskilling as the top talent investment bet for greatest ROI*

Flexible work models is critical

Megatrend #2

We expect great digital experiences

What does this mean for the remote and flexible workplace experience?

Inclusive, seamless “digital” or “phygital” experience for different employee segments .



Reinvent the employee experiences

Reshape the way their wellbeing and careers are being met





Lamont Marcell in the flow as he wins the 100m dash at the Tokyo Olympics

How might we create great remote experiences to enable employees in the

**race to
upskill and
reskill?**

Wellbeing

Support your workforce to have the time and mind space to learn

Learning is best in the stretch, not stress zone

83%

Indicated the need to work overtime and on rest days

Source: Mercer's Healthy Minds at Work Assessment, Asia, 2020-2021



Top transformation challenges

- #1 Too many priorities distracting people
- #2 Employee exhaustion given blended work/lives

Source: Mercer's Global Talent Trends, 2020-2021

Start with empathy when it comes to learning expectations

Critical for workloads to budget time for learning

Careers

Enable employees to see shared futures

purpose-driven, empowered, clear career and learning pathways aligned to business plans

#1 Empower

Start with purpose and self-knowledge for self-motivated career development & learning

Build skills and habits for **great virtual coaching experiences** in employees, managers and internal coaches.



Who am I?

What do I want to achieve?

How will I stay relevant?

What are my skills gaps and opportunities for growth, advancement?



I have the right digital presence skills to create the human connection and inspire

Enabled by virtual soft skills training and culture of feedback

Careers

Enable employees to see shared futures

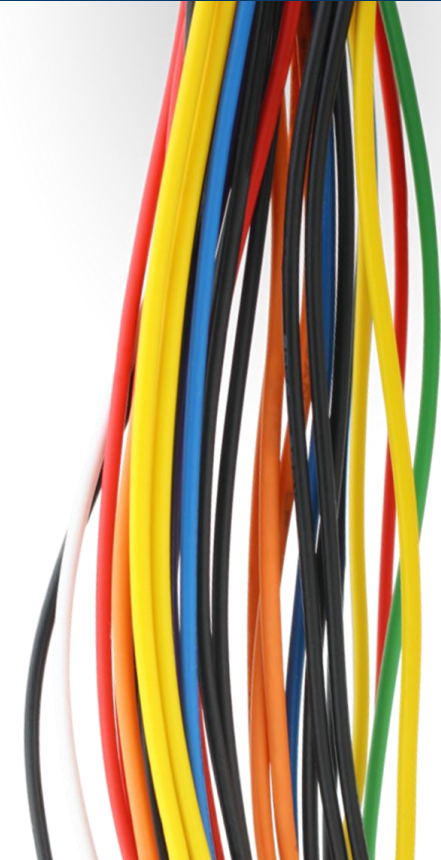
purpose-driven, empowered, clear career and learning pathways aligned to business plans

#2 Be transparent about now

“I can see how the talent plans connect to the business plans”

“I know what skills are expected of me in this role to be future-ready”

“I know what options I have to move into future roles, and upskilling learning pathways to get there”



Transparent communications on skills-evolved competency models and learning pathways

Careers

Enable employees to see shared futures

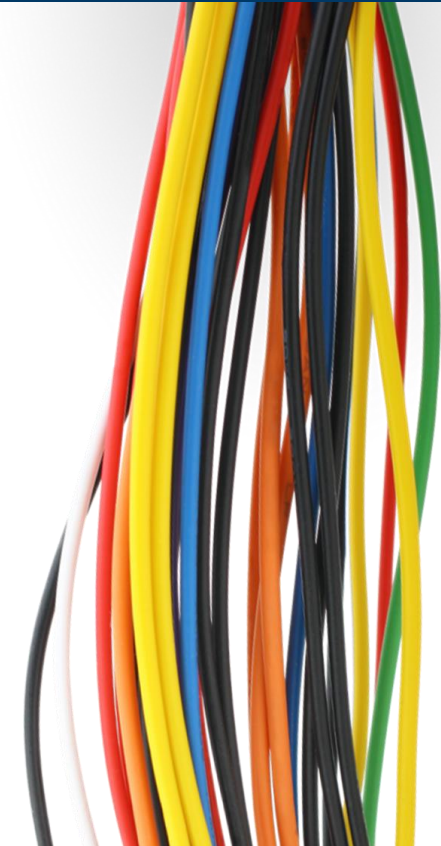
purpose-driven, empowered, clear career and learning pathways aligned to business plans

#3 Be transparent about the future

Where does reskilling lead me?

“I know what the new (higher paying) roles are, that I can work towards”

Flexible work model to enable mobility



Healthy, resilient talent ecosystem with skills as new currency + transparent internal marketplace

Enable employees to see shared futures

purpose-driven, empowered, clear career and learning pathways aligned to business plans

#4 Redesign for great remote skilling experiences

What does 70-20-10 look like in the new Normal?

How might I reinvent

- virtual on-the-job mentoring
- the virtual community of experts
- learning and blended learning?



Accelerate with champions, early adopters with culture of listening, experimentation and iteration

Putting it all together for a great remote career experience



Reinvent your employees' remote experiences – key takeaways

Empower – start with purpose and self knowledge about skills gap and next steps

Be transparent about the career pathways that upskilling and reskilling lead to

Great remote skilling experiences aligned to future-ready organization plans

How might you create great remote workforce experiences for sustainable futures?

Personalised. Empowering.



Got more questions? Contact our speakers.



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