how to engage
a remote workforce.

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what we'll cover today.

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

singapore
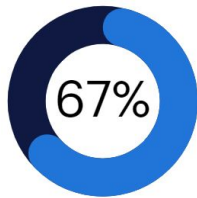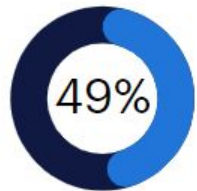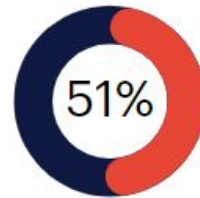
67% prefer to work from home until vaccine is widely distributed.

49% of employers allowed them to work remotely.

malaysia

51% of employers allowed them to work remotely.
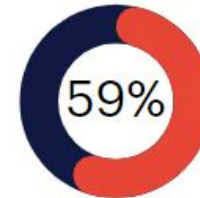
59% who worked on-site during the pandemic said their productivity decreased.

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 in singapore.

2020 **2021**

55%
40% 41%   44%
28% 29%   25% 24%   26% 28%

recruiters   job portals   linkedin   company career site   public employment services
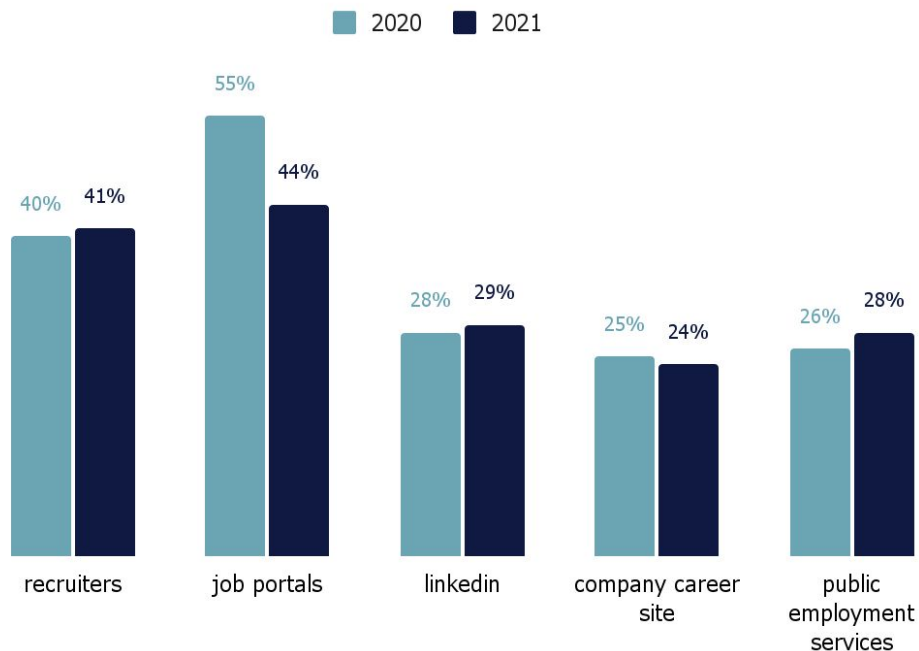
communicate your HR efforts clearly and across all channels.

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   61%

instagram   46%

twitter   35%

the power of social media.

- 3 million existing SG users on LinkedIn, and 6 million existing MY users on Linkedin since January 2021.

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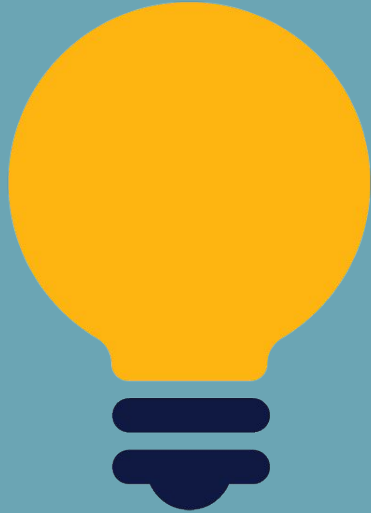
employee referral programme
Good people know good people. Introduce and promote a referral programme to incentivise your employees to contribute.

campus partnerships
Engage your talent early and enroll them in graduate training programmes to drive culture cohesion.
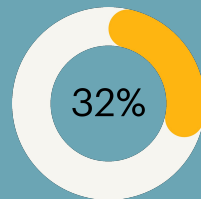
the best opportunity

to rethink your talent strategy.

rethink your
talent composition.

32% 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.

Reference: Gartner Future of Work Trends Post-COVID-19.

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.

allowance for remote working	31%
more overall reskilling opportunities	27%
support programmes to improve their skills or to adapt to new workplaces & markets	24%

32% said that they want their employers to support their upskilling and reskilling.

15% of their employers have provided them with more upskilling opportunities during 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 on average to buy IT equipment or pay for home utilities.

Randstad Singapore
Onboarding welcome packs, COVID-19 Paid Vaccination Leaves & Booster Shot COVID-19 Paid Leave.

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.

parting food for thought.

some best practices to consider:

- regular surveys to measure engagement
- upskill your staff and enable them to work remotely
  - use an outcome-based approach
- set new work boundaries
  - working hours & methods of communication
- regular check-ins with the team members

"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.