

# Attraction and retention in the modernised workforce

## Asia Pacific findings from the 2016 Global Talent Management and Rewards, and Global Workforce Studies

Many businesses are remaining cautious and taking a wait-and-see approach regarding recent economic and political developments. However, at the same time, rapid technology developments are deconstructing and dispersing work across a virtual workspace, causing a skilled worker deficit in some fields.



Securing and retaining top talent is still as challenging as ever in Asia Pacific.



In addition to attracting and retaining employees, companies must focus on engaging employees in order to achieve better financial results.

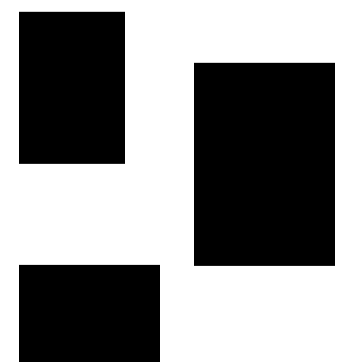
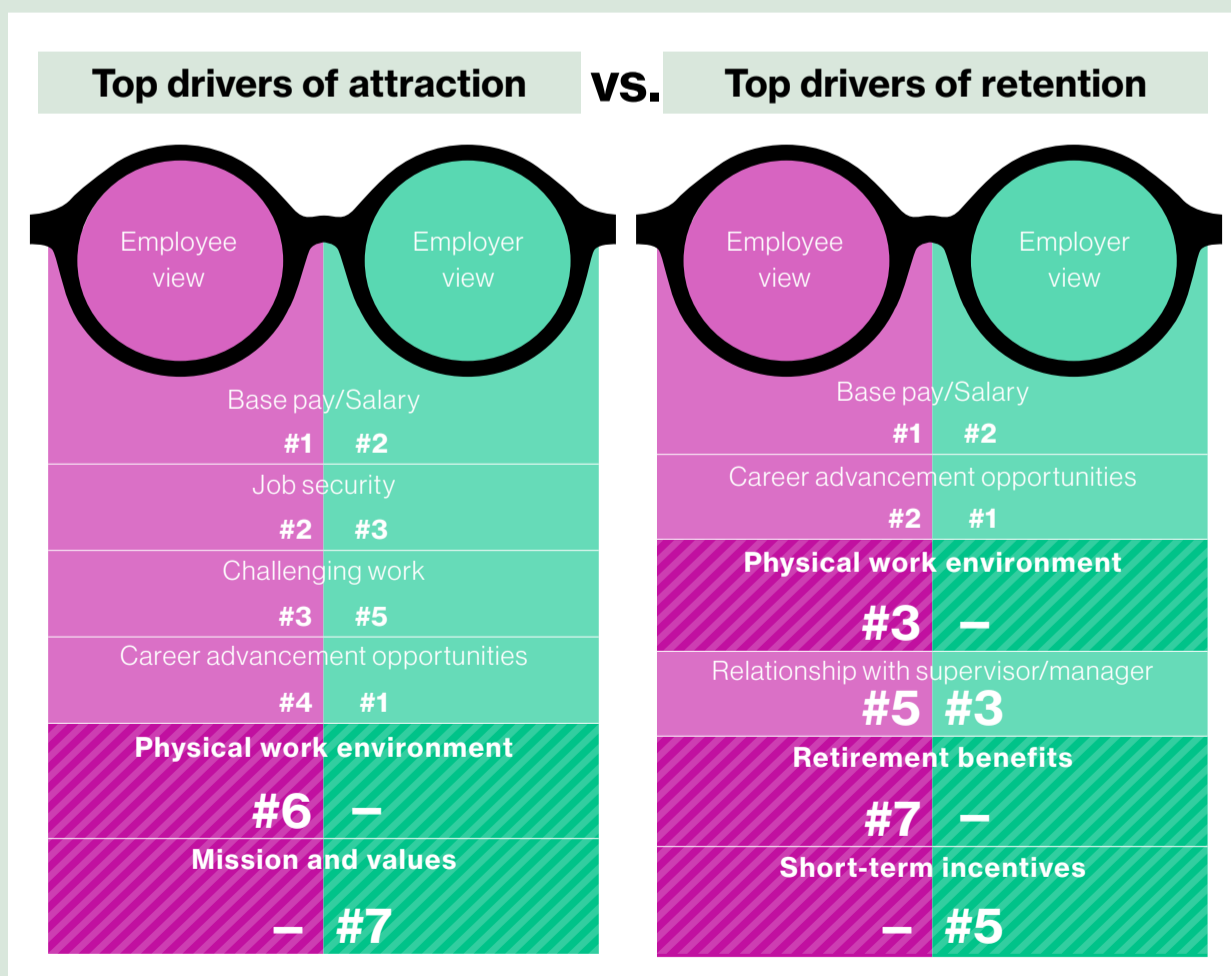
Employees in Asia Pacific did not score high on sustainable engagement.



Only **4 in 10** are highly engaged.

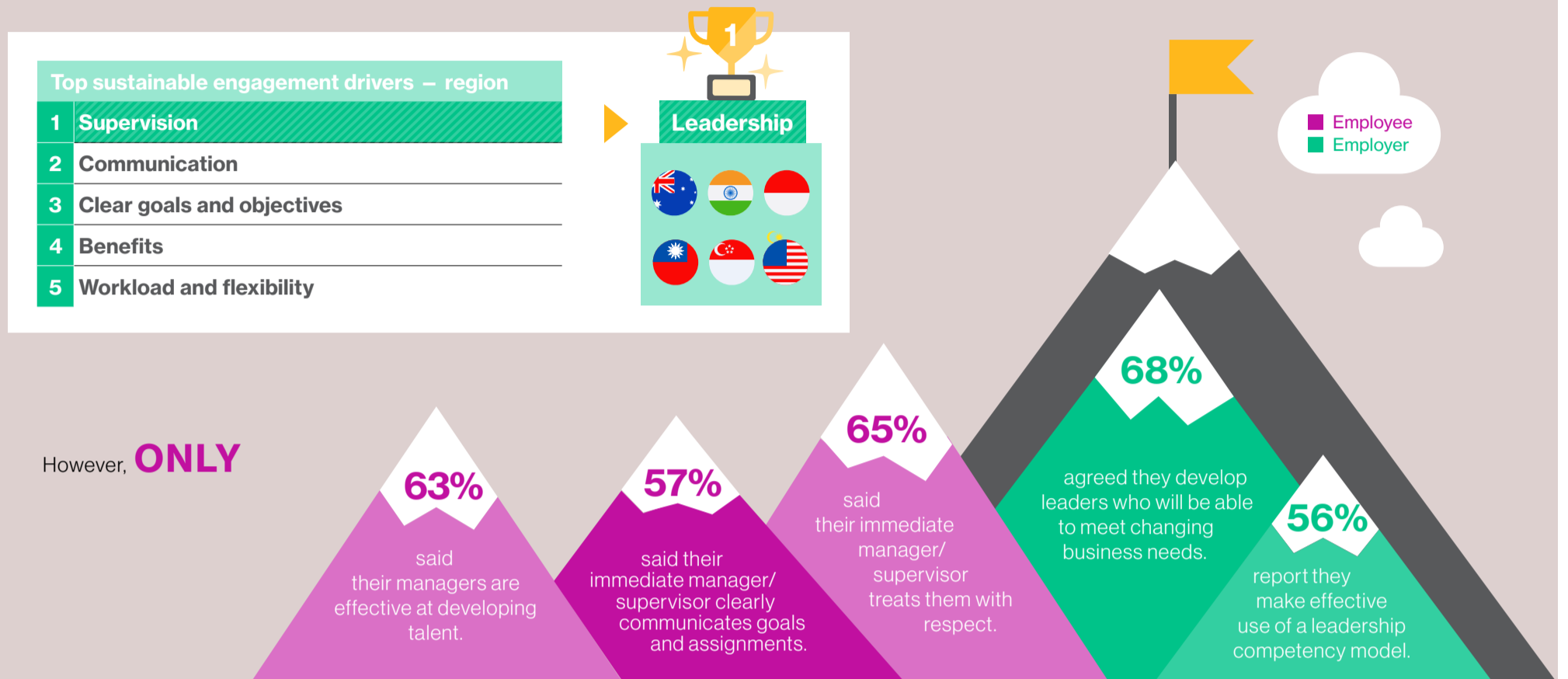
A **quarter** are disengaged.

While the employee and employer views on the factors driving attraction and retention are largely aligned, there are also gaps.



## There is room for improvement in employee engagement.

Although some countries in Asia Pacific ranked **senior leadership** the number one engagement driver, the top ranked driver for the region as a whole was **supervision**, followed by **communication**, and **clear goals and objectives**.



## How can employers do better in attracting, retaining and engaging top talent?



Employers must understand the key drivers of talent attraction, retention and sustainable engagement to provide a compelling work experience for their employees.



Senior leaders must prioritise building trust-based relationships with employees and developing next-generation leaders.



A strong employee value proposition (EVP) drives engagement, and highly engaged employees are less likely to leave their employers. Employers need to redefine their approach to developing an EVP they can offer to current employees as well as potential job candidates.



Senior leaders must ensure managers have the aptitude as well as the training, resources and time necessary to fulfill their critical role in the organisation.



Employers should understand that employees are looking for employers to connect with them on a meaningful level, similar to how companies connect with their customers and clients.

To learn more about the 2016 Global Talent Management and Rewards, and Global Workforce Studies, visit our website [here](#).