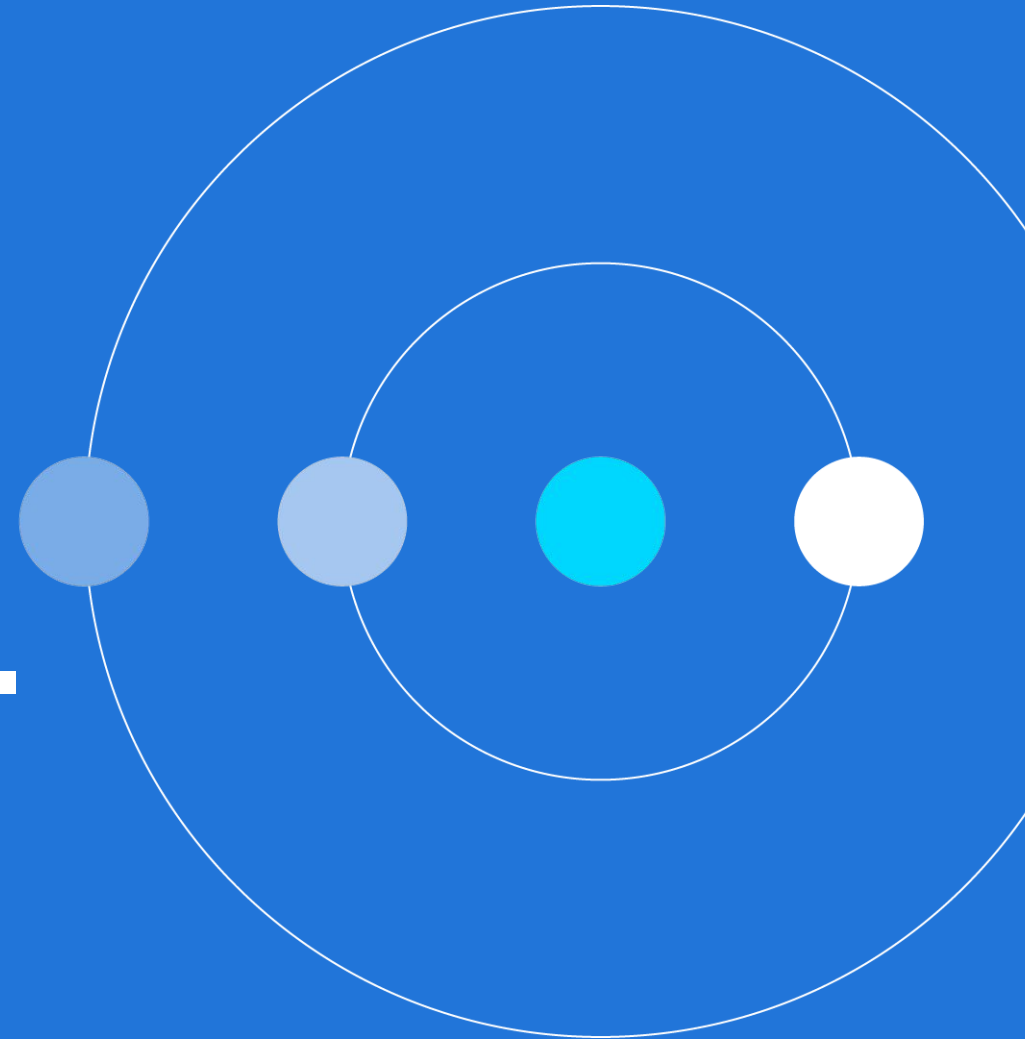


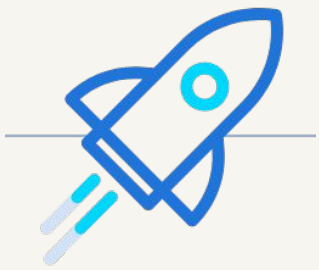
randstad hong kong.

# workmonitor 2024 rethinking ambition.



partner for talent.

The **Randstad Workmonitor** explores the views of working people in 34 markets across Europe, Asia Pacific and the Americas. It provides employers with an inside look at talent attitudes, ambitions and expectations as the world of work continues to transform.



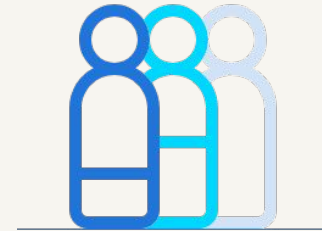
Launched in 2003, our flagship thought leadership is one of the longest-running and largest studies of its kind.



27,000 talent across 34 markets in Europe, Asia Pacific and the Americas every year.



In our 20th edition, we published key insights into the evolution of work since the instant messaging was incorporated into the first smartphone.



This year ambition, flexibility, equity and AI & skilling have emerged as key areas of focus.

# about the survey.

The survey for our 2024 study was conducted online among 27,000 respondents aged 18-67, between October 23 and November 11, 2023.

It includes responses from 27,000 workers in Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, France, Germany, Greece, Hong Kong SAR, Hungary, India, Italy, Japan, Luxembourg, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Singapore, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States.

In the 2024 edition, 751 locally-based employees and job seekers in Hong Kong SAR were surveyed.



# workmonitor 2024: talent ABC.

**A stands for ambition:** Talent is rethinking what ambition means, putting work-life balance, flexibility, equity and skilling at the heart of their career decisions.

**B stands for balance:** More people are prioritising their personal lives over career.

**C stands for connection:** Employers must understand workers' needs and desires to rekindle their connections with talent.

The report has identified 4 key areas that will help employers better understand the new ABC of talent engagement: **ambition & motivation, flexibility, equity & understanding, and AI & skilling.**



# flexibility.

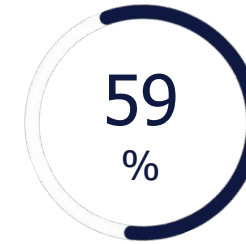


# flexibility with intention.

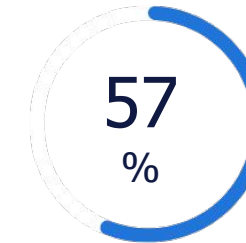
While some employees thrive in the office, a significant portion of Hongkongers workforce now prioritises flexibility. This means that enforcing rigid office-centric work models could lead to employee disengagement and potentially higher turnover.

To attract and retain top talent, employers must embrace flexibility with intention. This means understanding individual needs and developing flexible work models that support both business goals and employee well-being.

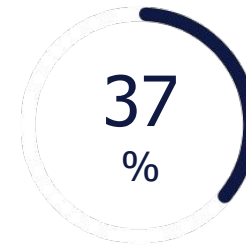
Employers who embrace flexible work stand to create a work environment that fosters self-driven, engaged employees, leading to a more productive workforce and successful business.



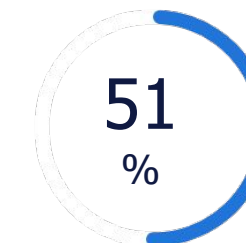
my personal life is more important than my work life



I would quit my job if it was preventing me from enjoying my life



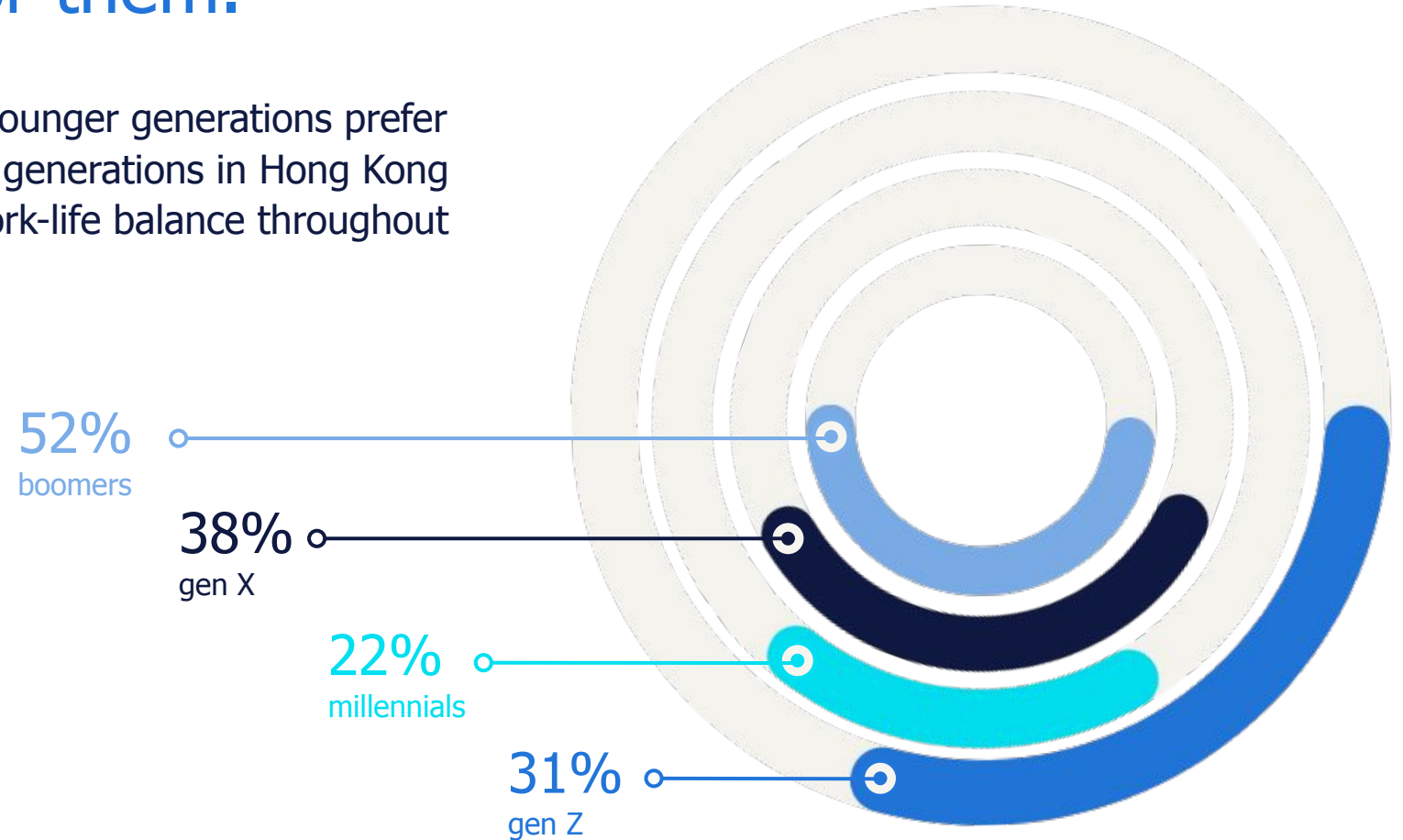
being able to work from home is non-negotiable for me



I'd consider quitting my job if asked to spend more time in the office

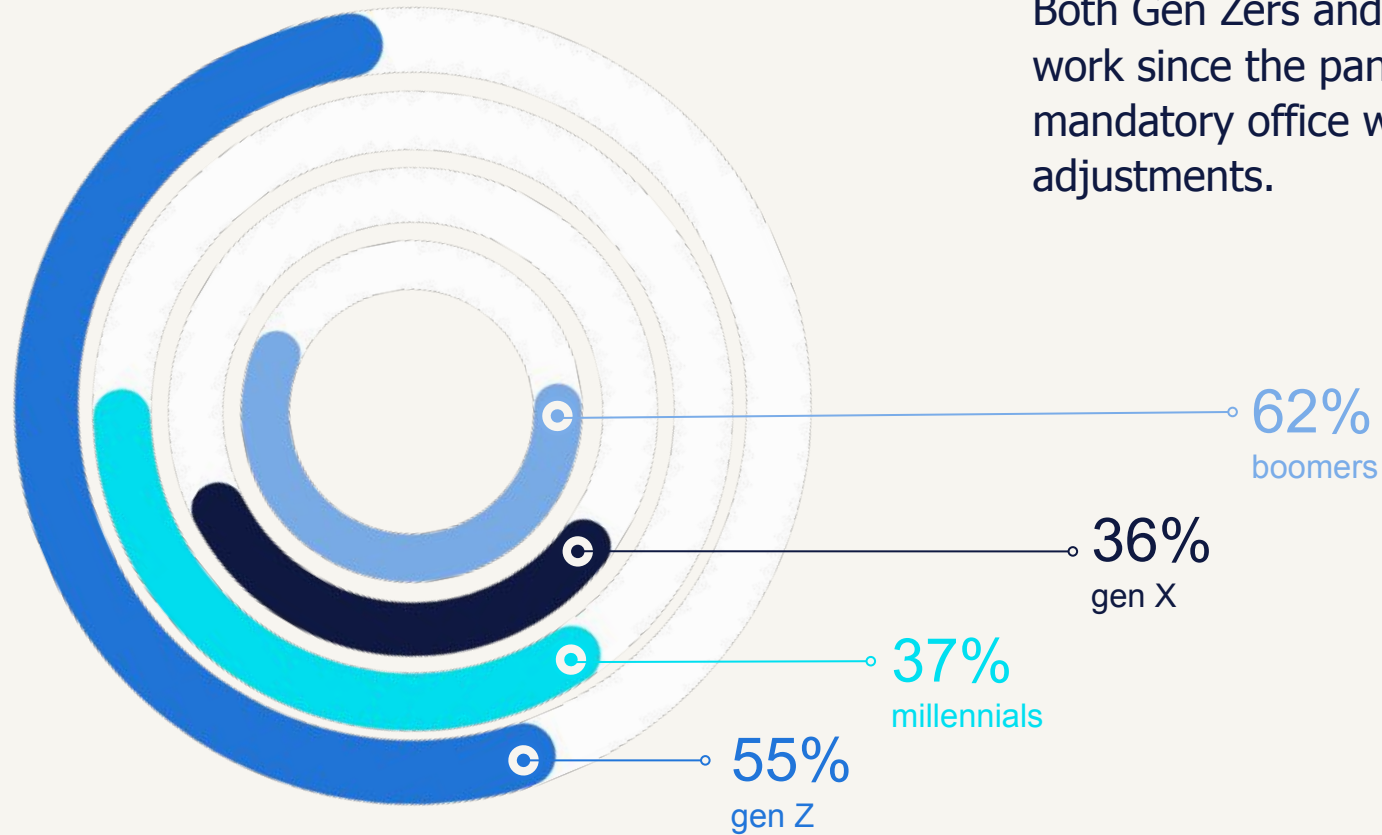
# 37% said that working from home is a non-negotiable for them.

While it is commonly believed that younger generations prefer working from home more, the older generations in Hong Kong may have placed a high value on work-life balance throughout their careers.



# 46% have made changes to their lives, thinking that flexible work will continue after the pandemic.

Both Gen Zers and Baby Boomers who are accustomed to hybrid work since the pandemic, would likely resist a return to mandatory office work which will require significant lifestyle adjustments.







# 42%

said that their employers expect them to be in the office more,

# 7%

higher than the global average.



# 51%

of hongkongers consider quitting if their employers asked them to spend more time working in the office.

39%  
Gen Z

46%  
Millennials

42%  
Gen X

69%  
Boomers

# flexibility: key learnings.

- **Flexibility remains a priority:** A significant portion of Hongkongers prioritise flexibility and enforcing rigid office-centric work models could potentially lead to disengagement and higher turnover.
- **Employers need to embrace flexible work with intention:** Understand individual needs and develop flexible work models that support business goals and employee well-being.
- **All generations value flexibility, but with surprising variations:** Rather than making assumed categorisation, talk to your employees about their individual needs and preferences to develop flexible work arrangements that work for them and the business.



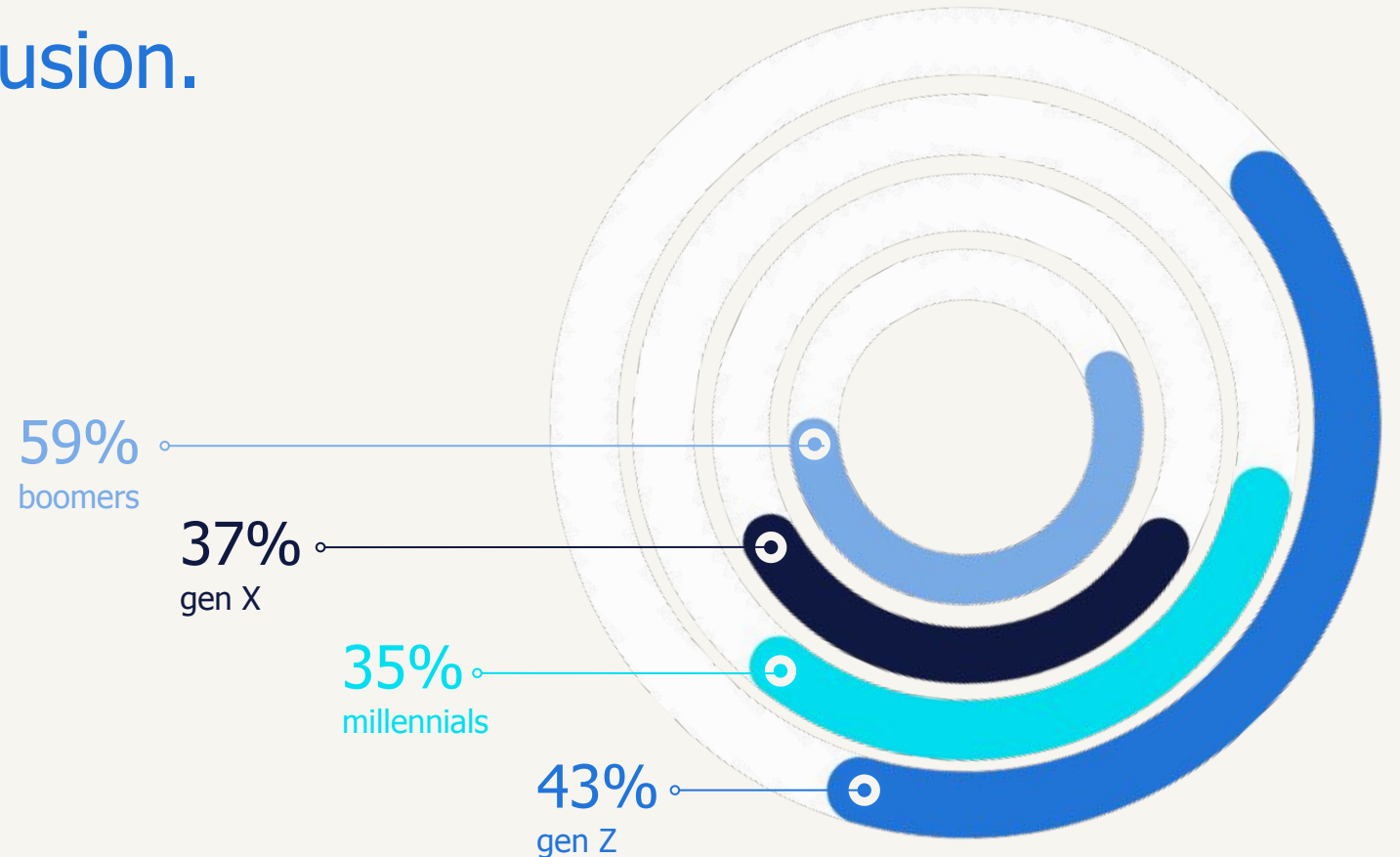
equity &  
understanding.



# 42% will not accept a job if the organisation is not proactive in improving diversity & inclusion.

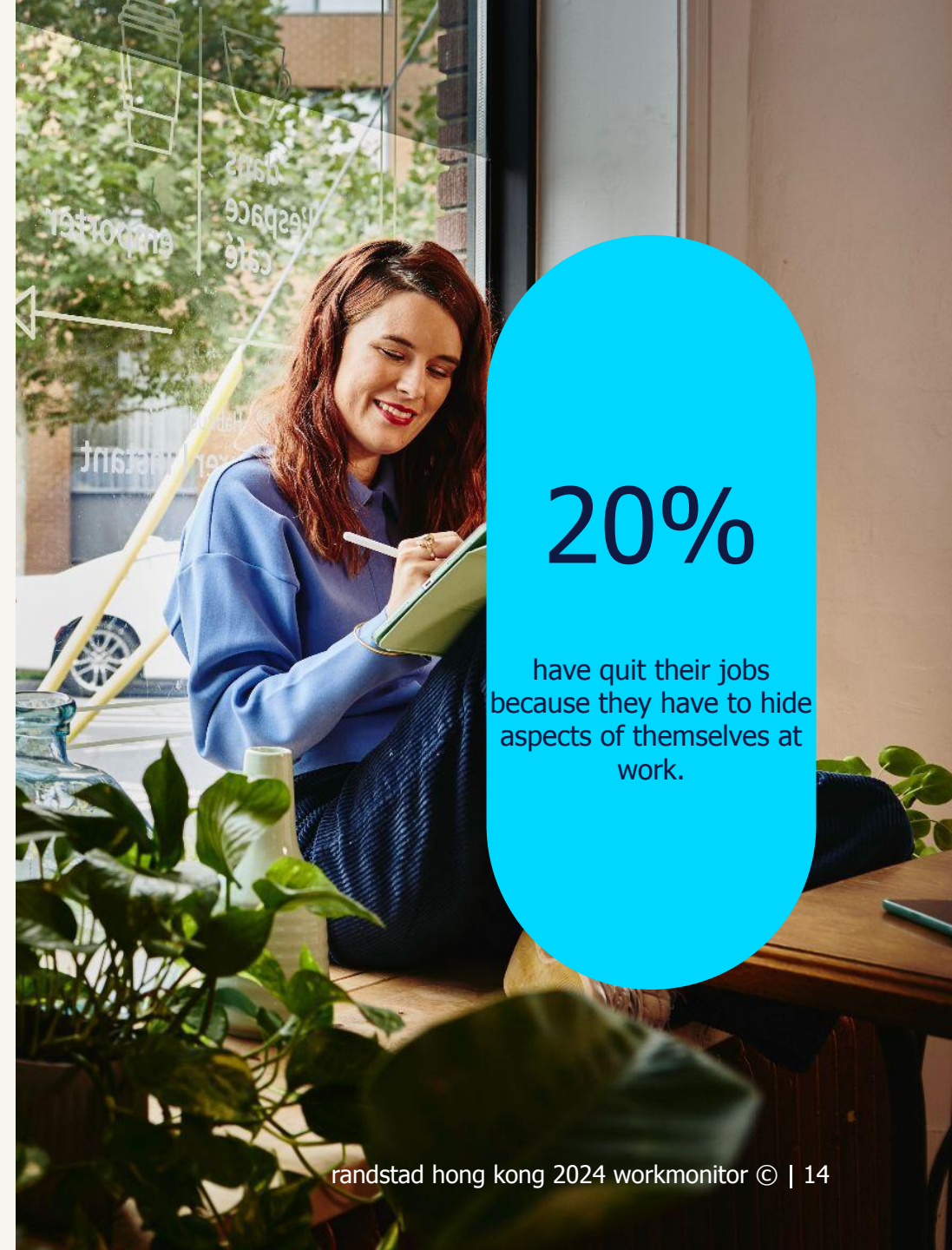
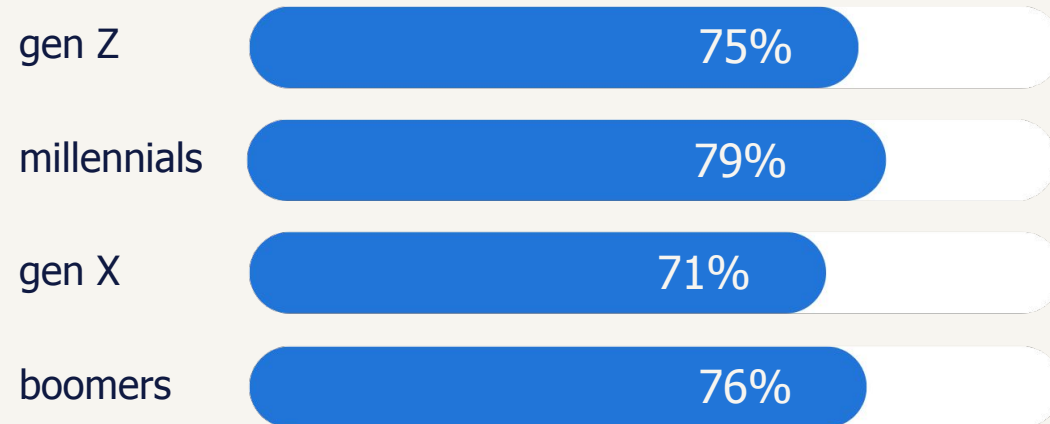
Beyond traditional employee benefits, ED&I is emerging as a key factor influencing talent's decision when choosing an employer to work for.

Employees are becoming more aware of social differences and disparities - and may decline job offers if they perceive a company to be lacking in making proactive efforts to improve diversity and equity to avoid having to hide aspects of themselves when at work.



# 3 in 4 hongkongers hide aspects of themselves at work.

Across generations, many employees are feeling the pressure to conceal aspects of themselves at work. This fear of judgment or not meeting perceived expectations of others can impact their sense of belonging and potentially drive talent to seek more inclusive workplaces.



**20%**  
have quit their jobs because they have to hide aspects of themselves at work.

# talent see fostering equitable workplaces to be a shared responsibility.

Hongkongers seek partnership in building equitable and positive workplaces that offer fair opportunities, abid at different levels.

Talent expect companies to step up more in improving equity in the workplace and improving workplace culture. They also see themselves being more responsible in driving their own motivation at work and caring for their mental health.

This presents opportunities for employers to demonstrate leadership by developing strategies and executing initiatives that improve equity, foster culture and sense of belonging at the workplace.



employees lean on their bosses for mental health support and clear work directions.







## 5 ED&IB policies hongkongers and policies hongkongers want.

**52%** family leave for all employees

**51%** gender pay equity

**40%** diverse workforce

**31%** corporate social responsibility

**28%** diverse backgrounds in leadership

# equity & understanding: key learnings.

- **Diversity and inclusion matters:** Actively improve diversity and equity through training, initiatives and policies to avoid losing top talent who value inclusive workplaces.
- **Employees want to bring their whole selves to work:** Foster a culture of acceptance and create a safe space where employees feel comfortable being themselves, which can improve morale and belonging.
- **Partnership is key in building positive workplaces:** Employees see themselves and employers as co-creators of a fair and positive work culture. Actively involve them in fostering a sense of belonging and implement policies that matter to demonstrate your commitment to equity.



A woman with short dark hair, wearing a cream-colored jacket with decorative floral patterns on the shoulders and cuffs, is sitting at a desk in an office. She is smiling and looking towards the camera. Her hands are on a keyboard. In the background, two other people are working at their desks, and there are large windows and indoor plants.

workmonitor 2024:

rethinking  
ambition.

# workmonitor 2024: rethinking ambition.

A new talent ABC is emerging this year, focused on **A**mbition, **B**alance and **C**onnection.

As workers everywhere are rethinking ambition, placing work-life balance, flexibility, equity and skilling at the heart of their career decisions, organisations will need to adapt.

To be seen as aspirational places to work, employers will need to reconsider the ambitions of talent, build a more nuanced understanding of balance and forge strong connections with their workforce, as talent looks to build a true partnership with employers.



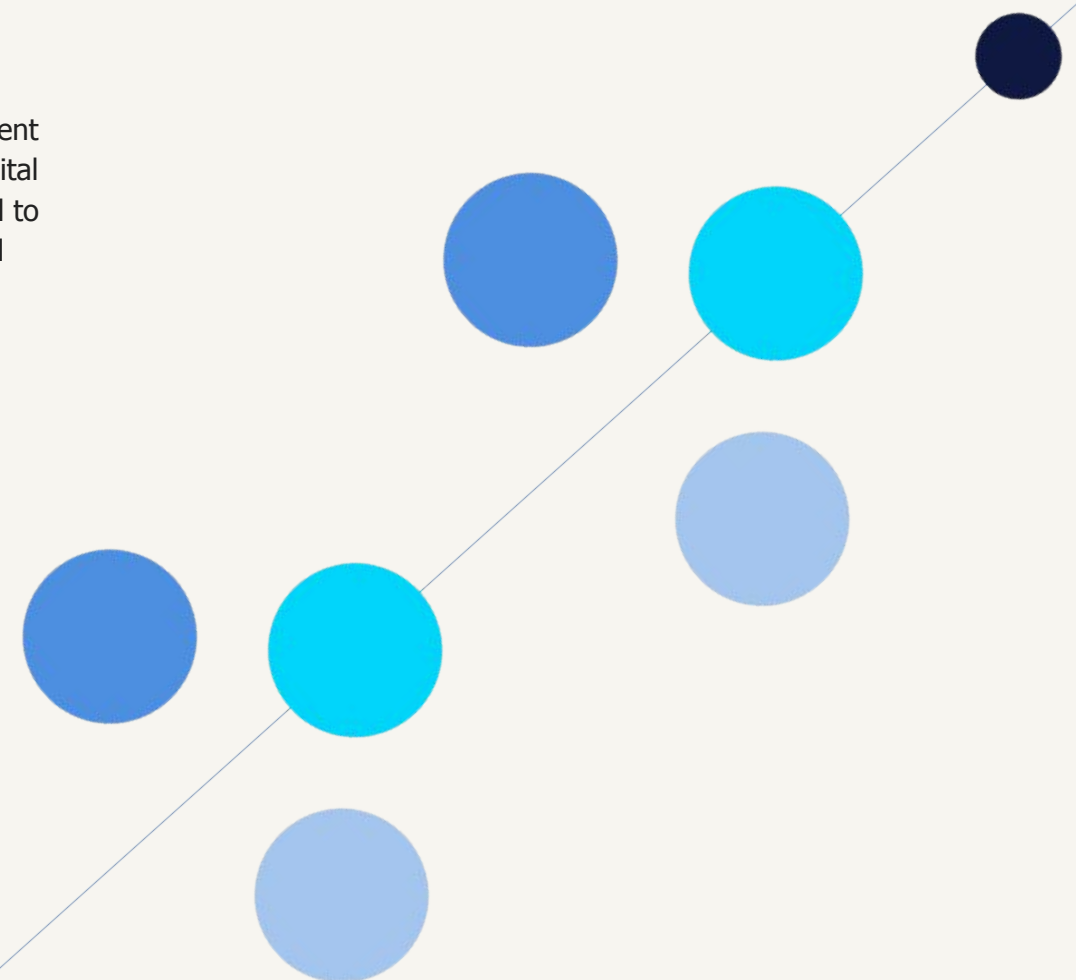
# about randstad.

Randstad is a global talent leader with the vision to be the world's most equitable and specialised talent company. As a partner for talent and through our four specialisations - Operational, Professional, Digital and Enterprise - we provide clients with the high-quality, diverse and agile workforces that they need to succeed in a talent scarce world. We help people secure meaningful roles, develop relevant skills and find purpose and belonging in their workplace. Through the value we create, we are committed to a better and more sustainable future for all.

Headquartered in the Netherlands, Randstad operates in 39 markets and has approximately 40,000 employees. In 2023, we supported 2 million talent to find work and generated a revenue of €25.4 billion. Randstad N.V. is listed on the Euronext Amsterdam.

For more information, see [randstad.com.hk](https://randstad.com.hk).

Follow us on social media for the latest news and research on talent trends and expectations.



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for talent.

