

# INCREASING WORKPLACE PRODUCTIVITY WITH WORK-LIFE PRACTICES



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Work-life practices (WLPs) represent the future of how work is done and what the workforce of the future expects. And as the work landscape shifts with employees demanding better integration of their work and life commitments, WLPs will continue to be an indispensable tool for companies to attract quality talent and retain employees in a competitive market.

According to a 2017 survey by Talent Corporation Malaysia Berhad (TalentCorp), an overwhelming majority of employers in corporate Malaysia support WLPs as a key strategy to address future workforce needs. This augurs well for the Future of Work agenda, considering that the global workforce in 2020 is anticipated to comprise multiple generations with different values, work habits, and perspectives.

## MULTIPLE GENERATIONS IN THE WORKPLACE

According to Forbes, a lot of workforces already consist of multiple generations. Each new generation comes with new expectations and challenges for companies as well as the workforce at large.

Here are some of the generations currently co-existing in the same workforce:



**THE SILENT GENERATION**  
Born 1925 - 1945



**GENERATION-Y (MILLENNIALS)**  
Born 1981 - 1994



**GENERATION BABY BOOMERS**  
Born 1946 - 1964



**GENERATION-Z**  
Born 1995 - 2000



**GENERATION-X**  
Born 1965 - 1980



**GENERATION ALPHA**  
Born 2000 onwards



**GENERATION-K (XENNIALS)**  
Born 1977 - 1983

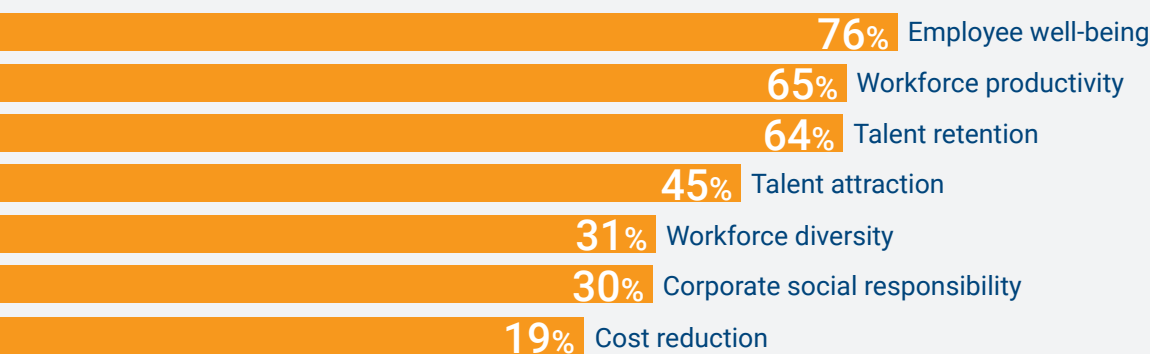
## REASONS FOR OFFERING WLPs

TalentCorp data suggests that companies view WLPs as opportunities to care for their employees while still remaining steadfastly committed to their business goals. Companies are also generally more likely to select talent retention over talent attraction as a top

reason to offer WLPs. This finding corroborates well with a 2017 Hays study which indicated the top reason employees remained with their companies is the opportunity for WLPs.

## TOP REASONS FOR OFFERING WORK-LIFE PRACTICES

Enhancing employee productivity is among the top reasons employers offer work-life practices.



Source: Life At Work – Report on the Implementation and Outcomes of Work-Life Practices in Corporate Malaysia, TalentCorp

Findings of a recent study also suggest that WLPs are now considered a 'deal breaker' in the war for talent. Based on the findings of IWG's 2019 Global Workplace Survey, 75 per cent of 15,000 respondents from 80 different countries believe that WLPs such as flexible working has become the new normal, and that 83 per cent of people would choose a job which offered flexible working over a job that didn't.

The same survey also highlighted that 85 per cent of businesses have introduced flexible workspace policies within the past decade as a consequence

of this employee mindset shift, and businesses with no flexible workspace policy risk losing out on top talent.

Interestingly, 60 per cent of those surveyed by IWG said that changing the organisational culture is the main barrier to implementing a flexible workspace policy, particularly within businesses that have a long-standing, non-flexible working approach. Over a third (41 per cent) also highlighted that fear of how flexible working may impact the overall company culture is the biggest obstacle.

## ENABLING CORPORATE MALAYSIA TO EMBRACE WLPs

Budget 2020 reflects the Government's concern in addressing the demands of the Future of Work, given its focus on ensuring economic growth that all Malaysians can participate in meaningfully. For example, the Government will provide additional funding of RM30 million to establish more day care centres in government buildings, especially in hospitals and schools, beginning next year. Further, the Government will be launching the Malaysians@Work initiative, under which the Women@Work programme will aim to create 33,000 job opportunities per year for women who have stopped working for a year or more, and are between 30-50 years-old.

The Government will also undertake further measures to improve the working environment for women and parents in general. In 2019, RM10 million was allocated for the development of early childhood care facilities in government buildings. Through this, 66 new TASKAs were created in government facilities. The Government will allocate an additional RM30 million in 2020 to provide more TASKAs, focusing on hospitals and schools. Additionally, to ease the financial burden of parents who enrol their children in registered nurseries and kindergartens, individual tax relief for fees paid will be increased from RM1,000 to RM2,000.

TalentCorp supports these efforts by working with companies to implement WLPs through the sharing of best practices in WLP implementation and family-friendly facilities. Over 90 companies have adopted WLPs with our support and guidance. Moving forward, we aim to broaden our engagement with companies in Malaysia and work with them to promote inclusiveness and create more opportunities for all, to improve the well-being and engagement of our workforce, and ultimately deliver better productivity and growth for the nation.

TalentCorp works with employers to future-proof their workplace through the implementation of WLPs. Find out more at:

[www.talentcorp.com.my/our-work/employer-partner](http://www.talentcorp.com.my/our-work/employer-partner)