

# The changing innovation in digital workforce



Corporate Innovation Summit 2019 is Asia's First Experiential Conference, where corporate and government leaders from across Asia gathered to listen and attend workshops lead by renowned business executives, prominent authors, founders, and Silicon Valley coaches and trainers who have collaboration experience with tech titans and the Fortune 500 companies. The participants immerse themselves with a global network of innovators and fast-growing startups in hands-on environment. In one of the workshop "Building a Digital Workforce" conducted by Pacharee Pantoomano of BrandNow.asia, findings from PWC Annual Global CEO Survey were shared with the attendees. One notable item is the "availability of key skills" which has jumped to be one of the top three concerns for CEOs.

As LinkedIn's partner in Thailand, Pacharee said "The digital economy is driving transformation and creating higher demand on digital talents, in particular for those with skills in AI, Big Data & Cloud Computing. For Thailand, these talents tend to be mid-career professionals. To attract these types of candidates, the companies require a different approach. The top three draws are excellent compensations and benefits, good work/life balance, and challenging work. Interestingly, the three items that are low on the priority list are good relationship with supervisor, long-term strategic vision of the company and job security."

Additionally, Pacharee pointed out that 75 percent of job seekers consider an employer's brand before applying for a job and 62 percent of job seekers visit social media sites to evaluate an employer's brand but only 57 percent of employers say they have an employer branding strategy. In order for companies to attract the right talents to their organizations, it is vital that an employer branding strategy be put in place. The clear value proposition will help the employer standout. Having a reputation as an employer of choice will foster recruitment, alleviate some of the culture fit issues and improve retention.

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