

SC ASSET



THE MODERN WORKER'S INSIGHT

2024 EDITION

By Inside SC



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INTRODUCTION

2023 is a year of change in the world of work. There has been an increase in the cross-border working trend and technologies that make work more convenient. At the same time, the capabilities of artificial intelligence create a considerable amount of fear in the world of work. As we anticipate the wave of changes that will hit in 2024, both economically and in the continuously evolving technologies to streamline work processes which may impact employees, understanding the world of work in 2024 will help employees and organizations prepare for the impending changes. This focus of SC Asset and CareerVisa has given rise to this project.

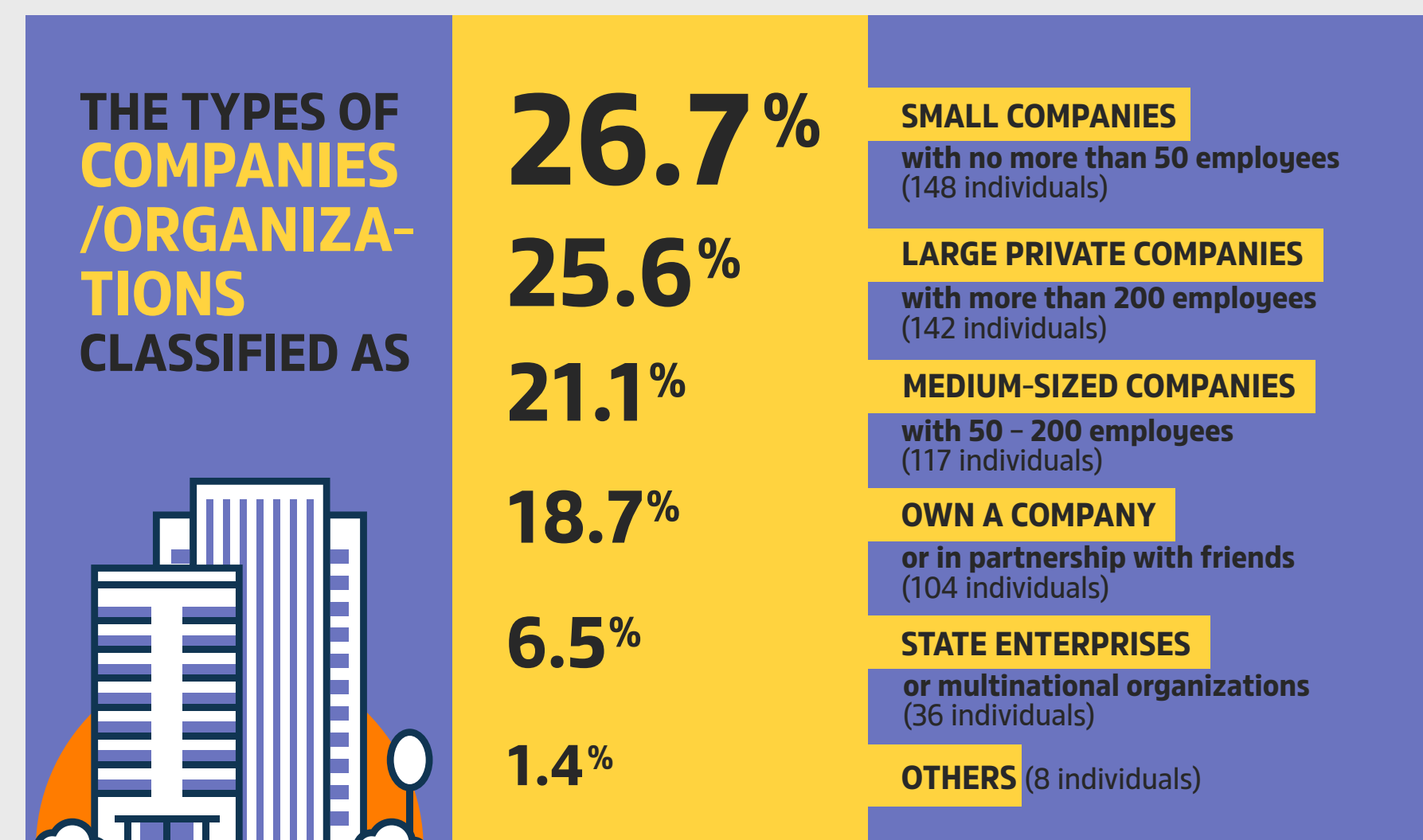
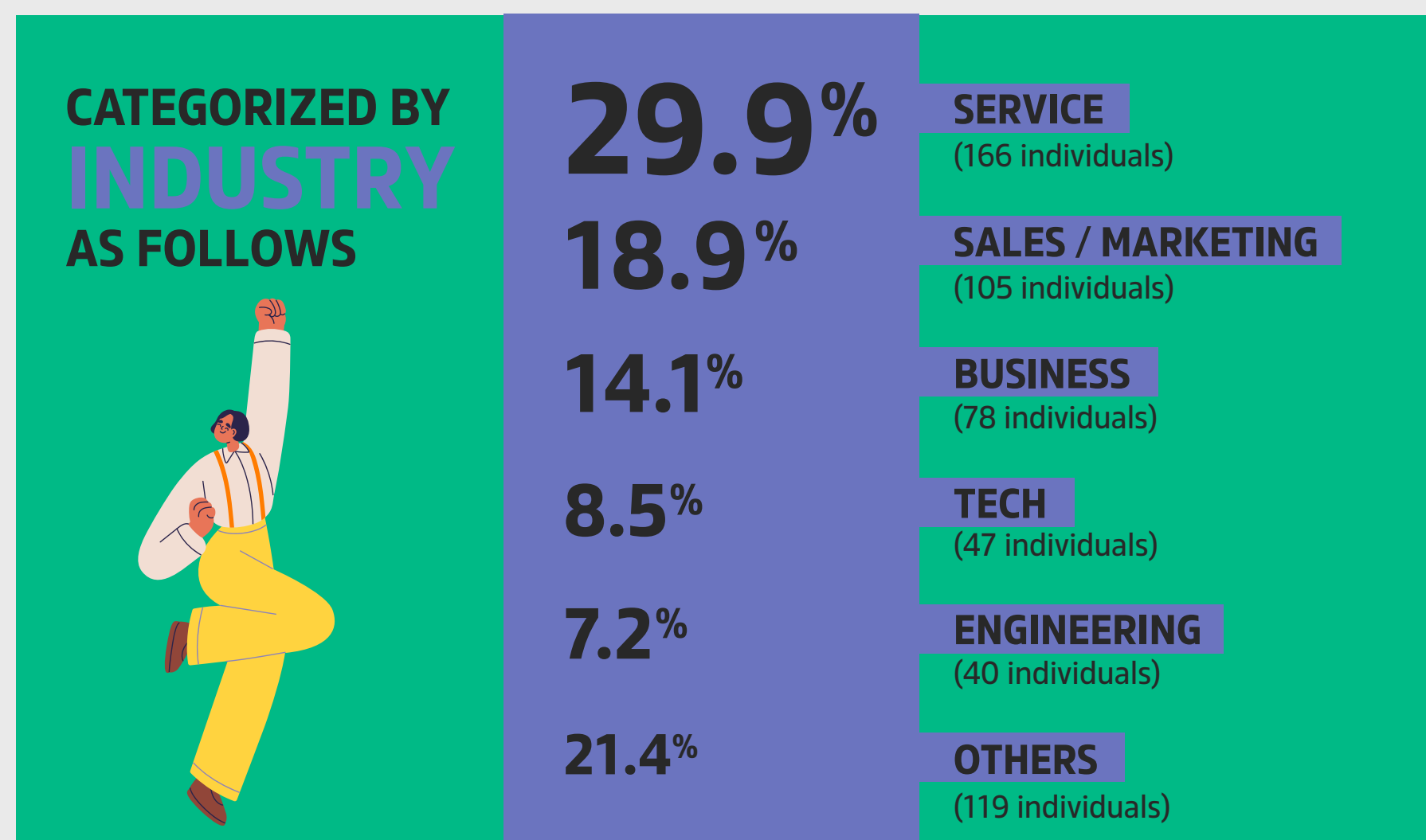
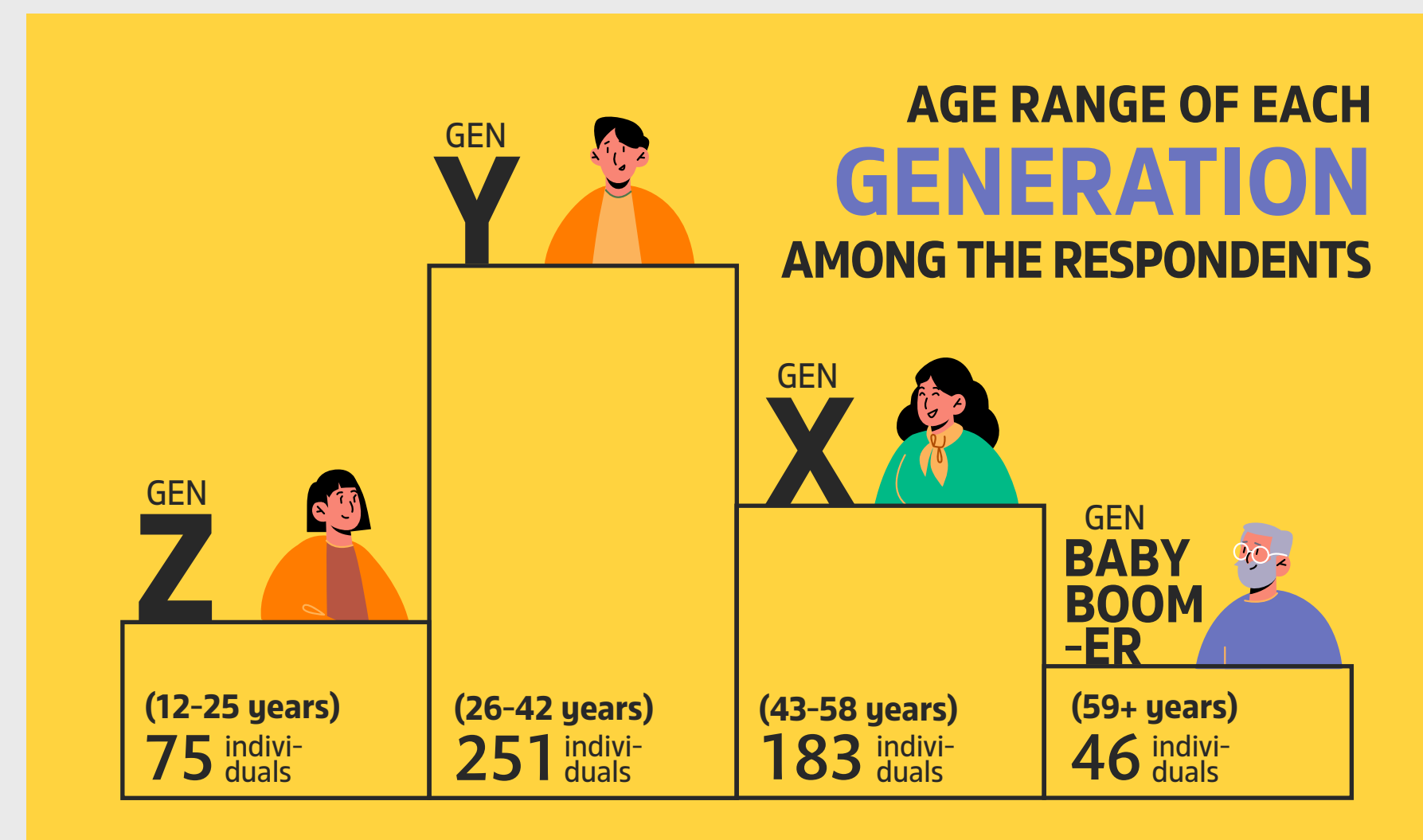
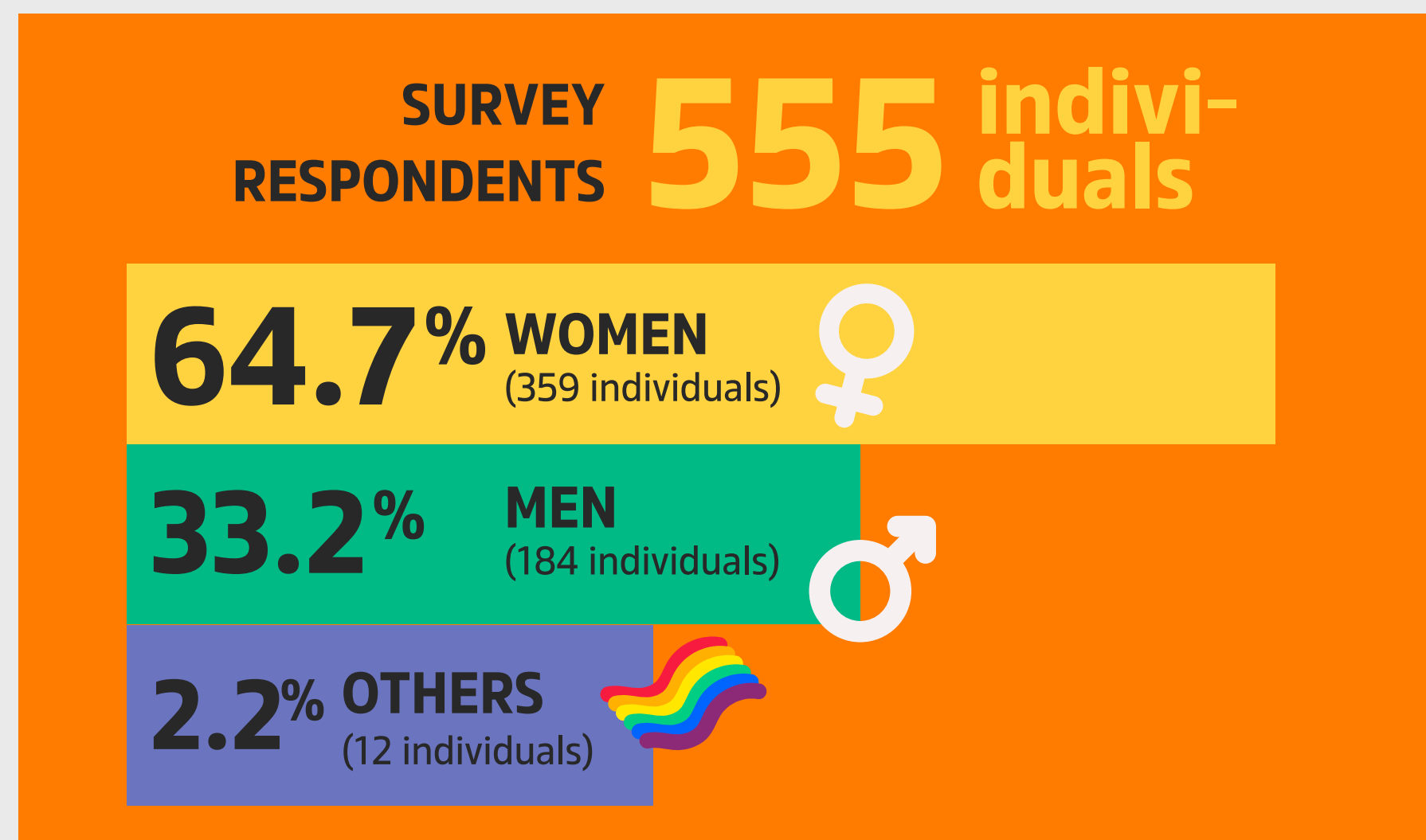
The work culture of Thailand, like every country, has unique characteristics and strengths, so the information you will encounter in **The Modern Worker's Insight: 2024 Edition by Inside SC** is a compilation of data across all 5 shades of the working world, gathered from the opinions of a sample group of 555 Thai individuals. This allows readers to view the world of work from both a broad perspective and through in-depth narratives that they might never have considered before, specifically tailored to the unique work culture of Thailand.

Join us in searching for answers to pressing questions such as "What style of work is truly right for you?" and "What new ideas could improve workplace policies and captivate the hearts of the modern workforce?"



RESPONDENT PROFILE

The Modern Worker's Insight: 2024 Edition by Inside SC is a report that explores data through online channels from November 7 to December 1 2023, focusing on Thai respondents from across the country.



CHAPTER 0



General (Interesting) Topics about Companies in Thailand

- ▶ Clocking in: Interesting Details from an Ordinary Practice
- ▶ Motivating Employees to Return to the Office is the Responsibility of Organizations

Clocking in: Interesting Details from an Ordinary Practice

If you were to tell a story about the company you work for, what would you like to share with us?

The department you belong to...

The size of the organization...

Or perhaps the minor things done so regularly they become second nature, and you overlook them, like clocking in. Believe it or not, a survey among Thais found that **44.42%** still had to **clock in or log their arrival time regularly**, as frequent lateness can impact their performance assessment. While this is something we have always been taught about the world of work, and many are probably aware of it, a more intriguing finding is that **19.06%, or nearly 1 in 5** of the survey respondents, reported that their **company did not mandate a specific start time, allowing them to arrive whenever they want**. This indicates that companies and organizations in Thailand are increasingly interested in and embracing flexi-time work.



► Do clock-ins on time, late arrivals, and late check-ins remain concerns in your workplace?

44.4%

Must clock in precisely on time; even a 1-minute delay is unacceptable.

19.06%

No fixed start time, can start whenever as long as the tasks are completed.

14.6%

Must be on time for meetings, no late entries allowed.

12.3%

Uncertain schedule, can arrive at any time.

9.7%

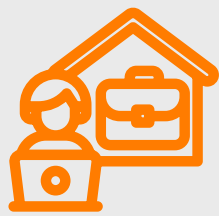
Must arrive at work before superiors



Initially, the flexi-time work model was only found in tech start-ups. However, the survey indicates that mid-sized to large private companies are increasingly implementing policies that allow employees more freedom to choose their own working hours and not set a specific start time. While the figures don't show a dramatic increase in flexi-time work, its persistence is evident.

From studying the work practices of various organizations over the last 3-4 years, it's evident that working from home (WFH) has the benefits of providing employees the autonomy to manage their time and control the quality of their own work without being exhausted from commuting to the office. Although working from home is a good choice in certain cases, continuous long-term work from home may have some adverse effects on the employees themselves, as their safe space at home may transform into an unsuitable workplace, such as

Cons of Work from Home



Working in the bedroom or lacking a supportive work environment.



Working from home can also affect both physical and mental health, such as eating in front of the computer at home during lunch breaks.



Losing personal space, and the need for communication with others.

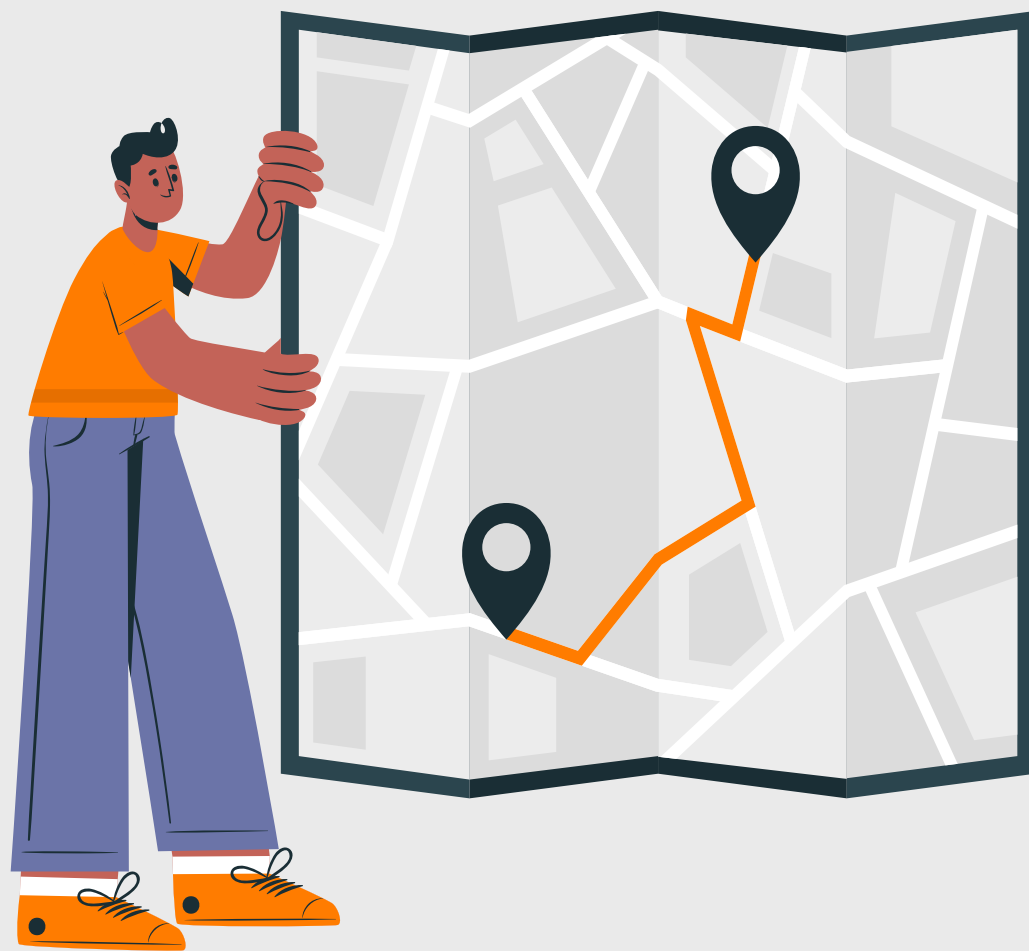


Online meetings may not promote creativity as much as face-to-face meeting in the office.

Research also reveals that working in the office stimulates creativity up to 8 times more than online meetings. Therefore, for work efficacy, there should be a rotation between working from home and at the office to benefit the employees in both aspects.

Motivating Employees to Return to the Office is the Responsibility of Organizations

When organizations want to motivate employees to return to the office, 'commuting' has been reintroduced as a factor for employees. Research shows that **when the distance to work exceeds 10 kilometers, it can dampen employees' spirits and result in a 7-10% decrease in work efficiency.**



the distance to work
exceeds **10 km.**
decrease in work efficiency
7-10%

This doesn't even consider other commuting obstacles, such as the influx of people using public transport in the morning or the various vehicles on the road that might make a 10-kilometer journey feel like 20. This is enough to illustrate that returning to the office isn't a small task.

Example of welfare benefits commuting to the office



Therefore, when commuting is necessary, organizations should support and design a commuting policy to enable employees to travel to the office with 'happiness.' Importantly, they need to understand the needs of employees at each level of their career. For instance, new graduates might need travel expenses, while mid-level employees to executives might look for parking spaces.

Additionally, organizations should consider each position's work style so that they can design start times that suit their work. For instance, the accounting department might need to come in early to prepare documents, so their start time should be in the morning. Meanwhile, departments requiring inspiration, such as creatives, are more flexible, so they can start work a bit later than in other positions. These are just a few examples of commute benefits for which organizations must find solutions or suitable models to create a happy workplace while maintaining its benefits.

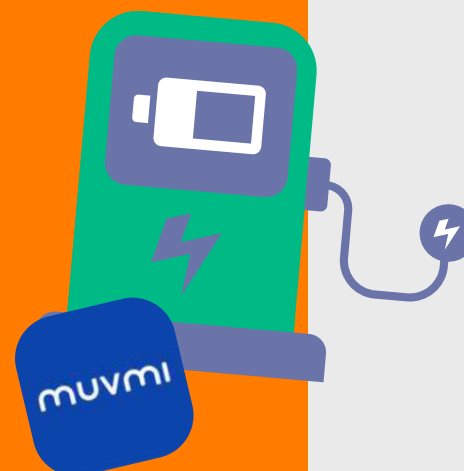


Now you see how even just the matter of clocking in for work can relate to the benefits of returning to the office for employees in an organization. When looking at the details of this seemingly simple picture, it becomes more interesting and complex than many might realize. Therefore, to make it easier for everyone who has read until the end of Chapter 0 to get a broader view of working in Thailand, **this Modern Worker's Insight by Inside SC** will narrate the following chapters through a structure that's easier for all readers to understand, called 'The 5 Shades of Life,' which will help you consider whether a workplace is the right one for you.

INSIDE SC

One of the issues that employees often report to their companies is about parking. Therefore, SC Asset offers free parking benefits to all employees, along with EV charging stations to support the use of electric cars.

In addition, for another group of employees who commute via public transportation, SC Asset has partnered with Muvmi electric vehicles to transport employees safely to the company and to care for the environment.



CHAPTER 1

SHADE#1

Personality Traits and People

- ▶ What Do Office Workers Talk About in a Day?
- ▶ Topics That Are (Almost) Forbidden at Work
- ▶ 'Organizational Culture': A Practice That Can Easily Lead to Drama



What Do Office Workers Talk About in a Day?

"That person seems a bit odd, doesn't he?
Whenever I ask him something, he doesn't reply,
and he rarely engages when I initiate a conversation."

"Did you watch the new series that just came out
on Netflix yesterday? The new season just dropped.
I watched it almost until morning. If it weren't for
the morning meeting, I would have finished
the whole season."

These might be just examples of the many conversations that could occur in your organization. In the life of working humans, we have numerous stories to choose from to discuss with our co-workers, and it's not like we'll discuss everything with everyone. This comes after an internal selection in our minds of which co-workers we're comfortable with and ready to share various stories with, whether profound or trivial.



► Comparing conversation topics with the level of closeness between you and the people at your workplace

89.6%
Can talk about personal matters.

But !
8.8%
Understand each other just by
looking into each other's eyes.

The survey figures reveal that only 8.8% had co-workers who are real-life friends, with compatibility stemming from similar attitudes to work and life. Additionally, the assistance received at work may define situations where emotional and intellectual exchanges can occur. If the conversation is work-related, the overall survey shows that 89.6% could talk with their co-workers, sharing both personal and general matters and updating their co-workers on the latest trends. Most people in this category were Gen Y and Gen X.



Topics That Are (Almost) Forbidden at Work

Although humans are social beings who enjoy discussing various topics to keep the conversation going and learn to understand each other's stories, there are topics that shouldn't be discussed in the workplace or raised among co-workers. The survey asked employees about the stories/topics they would avoid asking or discussing with their co-workers.

TOPIC 1
#SALARY

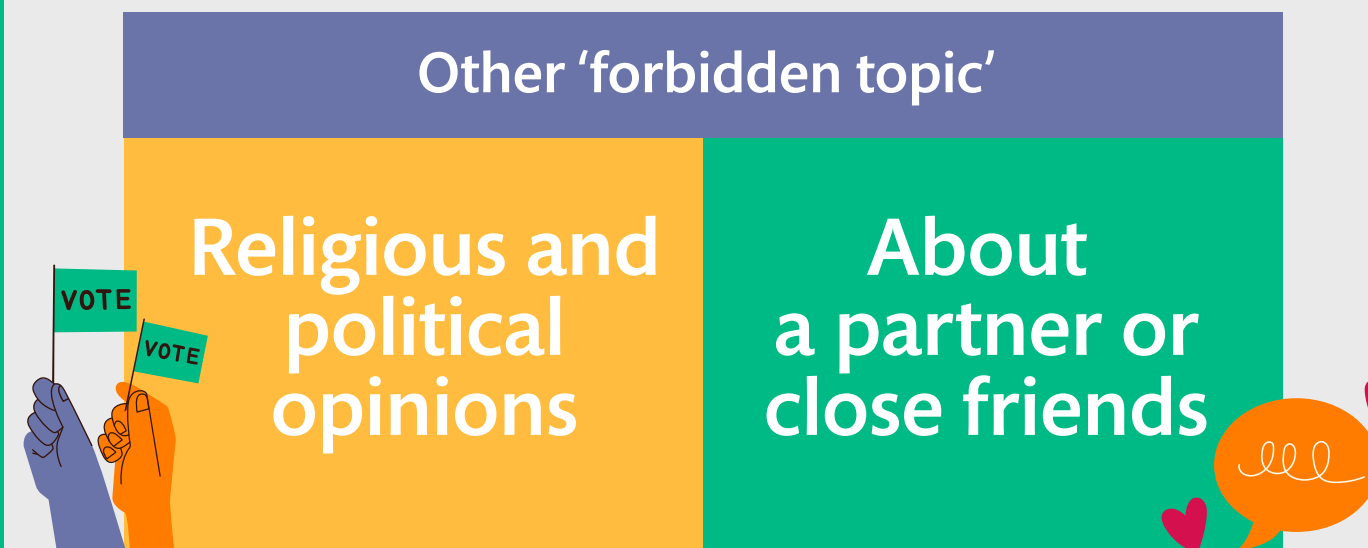
TOPIC 2
#MEDICAL HISTORY

TOPIC 3
#GOSSIPING OTHERS

The top issue is the salary. Money is a delicate matter between individuals. No matter how happy we are for our talented co-workers, on stressful workdays, the topic of salary can fuel conflict between you and your co-workers. Therefore, salary is a very sensitive topic and should be avoided in discussions or inquiries with others.

The second is medical history. While we might be tempted to share our near-death experiences from illnesses or narrate them as cautionary tales to others, believe us when we say that in matters of illnesses, many will question the cause or misunderstand the symptoms. Additionally, illnesses are generally not a topic of interest. Discussing them can drastically change the direction of a conversation.

The third issue is gossiping and slandering others. We might see various funny co-worker gossip content on social media, but in real life, being the source of gossip about others might be fun or attract attention initially, but in the long run, your image will surely suffer.



There are also other topics that fall under the 'forbidden topic' category, such as religious and political opinions, which are personal beliefs and have complex diversity. Disagreements in these areas can lead to biases in the workplace and potentially develop into conflicts among employees within the organization. Even personal information we view as normal, such as about a partner or close friends, might seem harmless to us, but our co-workers can share this information with others, which may spread beyond our expectations.



INSIDE SC

From SC Asset's perspective, creating a good environment will facilitate smooth conversations among employees. **SC Asset offers opportunities for people from different teams to interact through an office space called CO.Lab,** which features various zones suitable for employees to spend time outside of work. This includes the CO.Coffee coffee corner where people can come and sip coffee, discuss light matters, and exchange ideas, or the Canteen corner where they can sit, dine, and meet friends from different departments.



Topics That Are (Almost) Forbidden at Work

It's evident that conversations at work reflect the atmosphere among the co-workers you encounter each day. The closeness between co-workers and you are linked to the depth of the topics discussed, which also relates to the work environment. **An article from REERACOEN states, "Happiness at work, in addition to being about salary, is about having good co-workers."** Having good co-workers is equivalent to having a good working environment. When we are in a friendly society, the opportunities for growth and learning are supported by those around us, affecting our satisfaction at work. It also indirectly motivates personal development. This might be one of the primary factors to consider when determining whether a position is your dream job.

INSIDE SC

It's true that within organizations, there are many topics that are (almost) forbidden to discuss aside from those mentioned. SC Asset's policy encourages individuals at all levels to dare to think, speak, and do new things. The Town Hall sessions provide employees at every level with an equal opportunity to discuss and directly ask questions to the CEO.



'Organizational Culture': A Practice That Can Easily Lead to Drama

► Will traditional Thai culture, such as respectfulness and honoring elders, make work easier?

91.9%

Agreed that traditional Thai culture simplifies work.

However! Half disliked such Thai culture and wished it would disappear from Thai organizations.

The final factor related to people and a primary obstacle many organizations struggle to overcome is organizational culture. Regarding whether respectfulness and honoring elders in the workplace truly makes work easier, 91.9% agreed that adhering to traditional Thai culture simplifies work, fostering affection and adoration from superiors and offering help to make work easier. **However, half claimed that such cultural considerations that rely on adoration from superiors should no longer be relevant in today's work environment.** The focus should be solely on correctness and the efficiency of employees' work. **Both Gen Y and Gen Z employees notably agreed on this point.**

It can be concluded that one of the top organizational cultures highly sought after by the new generation is a culture free of gender and age barriers linked with freedom of thought. Young individuals expect organizations to provide a space where they can voice their opinions and exchange views with seniors without being suppressed under the notion of being 'just kids.' They seek only human-to-human information exchange, and view mistakes are not a cause for shame but rather an opportunity to learn and grow from those errors. When they show respect to others, their expectations in return are modest, desiring merely mutual respect.



CHAPTER 2

SHADE#2

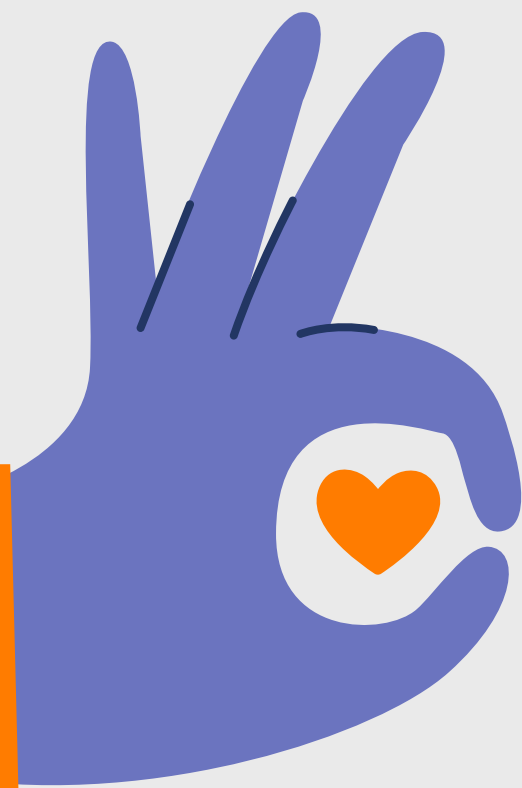
Lifestyle

- ▶ How Good Must Modern Benefits Be to Meet People's Needs?
- ▶ Money, Money, Money: Is Salary the Final Answer?



How Good Must Modern Benefits Be to Meet Needs?

There are 24 hours in a day, and we spend 8 hours working. Considering that ideally, people should get 8 hours of sleep per day, this means that the work world occupies half of our waking hours. People consequently seek happiness in their work, taking into account factors beyond just the job itself. This includes the ability to live the lifestyle they desire through appropriate support proportional to the quality of work they provide to the organization, which encompasses benefits that meet the diverse lifestyle needs of each individual and a reasonable salary.



From the lifestyle shade, we have studied the benefits organizations offer employees. We found that in 2023, various benefits were increasingly tailored to specific and contemporary lifestyle needs. Some organizations provided benefits that allowed employees undergoing gender reassignment surgery to have separate recuperation leave from regular sick leave. There was also a growing embrace of more flexible working styles, such as not requiring office attendance. Some organizations even permitted employees to work from anywhere in the world. So, which benefits, from the employees' perspective, resonate with their lifestyle needs and contribute to improved work performance?

Survey results among working individuals identified these 3 benefits as genuinely enhancing their working life, both for their relevance to actual work-life patterns and practical utility.



Ranked first is health insurance, which is the most important benefit. Most employees view their bodies as vital tools that require consistent care, similar to a regular car engine check-up. However, medical expenses incurred are often not minor and may affect one's primary income. Offering health insurance packages is therefore an option that helps cover medical expenses. Conversely, without health insurance to cover these expenses, employees might hesitate to seek treatment due to concerns over how the costs will impact their income. In addition, poor health will affect the employee's work performance.

Ranked second is life and accident insurance. Continuing from the top-ranked benefit, offering life and accident insurance for employees in the organization is one way to assure both employees and their families. Accidents can happen unexpectedly, and the employee is not necessarily at fault. In addition, data from the World Health Organization (WHO) in 2016 reported up to 745,000 deaths from overwork, marking a 29% increase from 2000. Imagine how much the number of people overworking might increase under global economic pressure. This is why providing life insurance for employees is the second most important benefit to Thai employees.



Ranked third are bonuses and special monetary rewards. No matter how high the salary, special bonuses for dedicated employees who put their hearts and souls into the organization act as rewards that help keep them motivated to continue working. They also make employees feel that their dedication and enthusiasm are recognized and appreciated by the organization.

The common thread among the top 3 benefits from the research is that the most critical aspects for employees when selecting a company or organization to work for are having appropriate working rights and elements that offer sufficient and immediate security and confidence in their work lives and families.

INSIDE SC

In addition to the general benefits that organizations provide as standard for employees, SC Asset also offers many special benefits that cater to everyone's needs, such as the equal marriage benefit that provides 10,000 baht to employees and their partners who decide to live together regardless of their genders, or the funding benefit for the children and grandchildren of employees, which provides educational funds for them from kindergarten to bachelor's degree level in order to help alleviate the financial burden on employees.



Money, Money, Money: Is Salary the Final Answer?

► In your opinion, should workload and salary be commensurate to one another?

60.4%

Agree, the workload should be commensurate to one's salary.

39.6%

Disagree, we should be ready to give our all regardless of the salary.

It's not just benefits that can improve work life. A consensus among employees indicated that salary is the primary factor in deciding to take a job. Over 60.4% felt that salary affects the quality of work, and the workload and salary must be reasonable to one another.

The idea that the workload should be commensurate with one's salary is not something to be ashamed of. Organizations assigning tasks beyond one's role and responsibilities are exploitative, and unfair to the employee. Meanwhile, the remaining respondents believed that regardless of the salary, performing assigned duties to one's utmost ability is a primary work goal. They also viewed it as an opportunity to challenge themselves to learn and develop from their experiences.

Both opinions differ and reflect work attitudes that are neither right nor wrong, whether one chooses to work commensurate with their salary or to give their all and view every obstacle as an opportunity. However, organizations must understand that humans are motivated by more than just money and that everyone has limits. At a certain point, they need to rest and have personal time. Increasing pay at a point of saturation may not necessarily motivate them to work harder. This issue should be approached with caution and consideration.

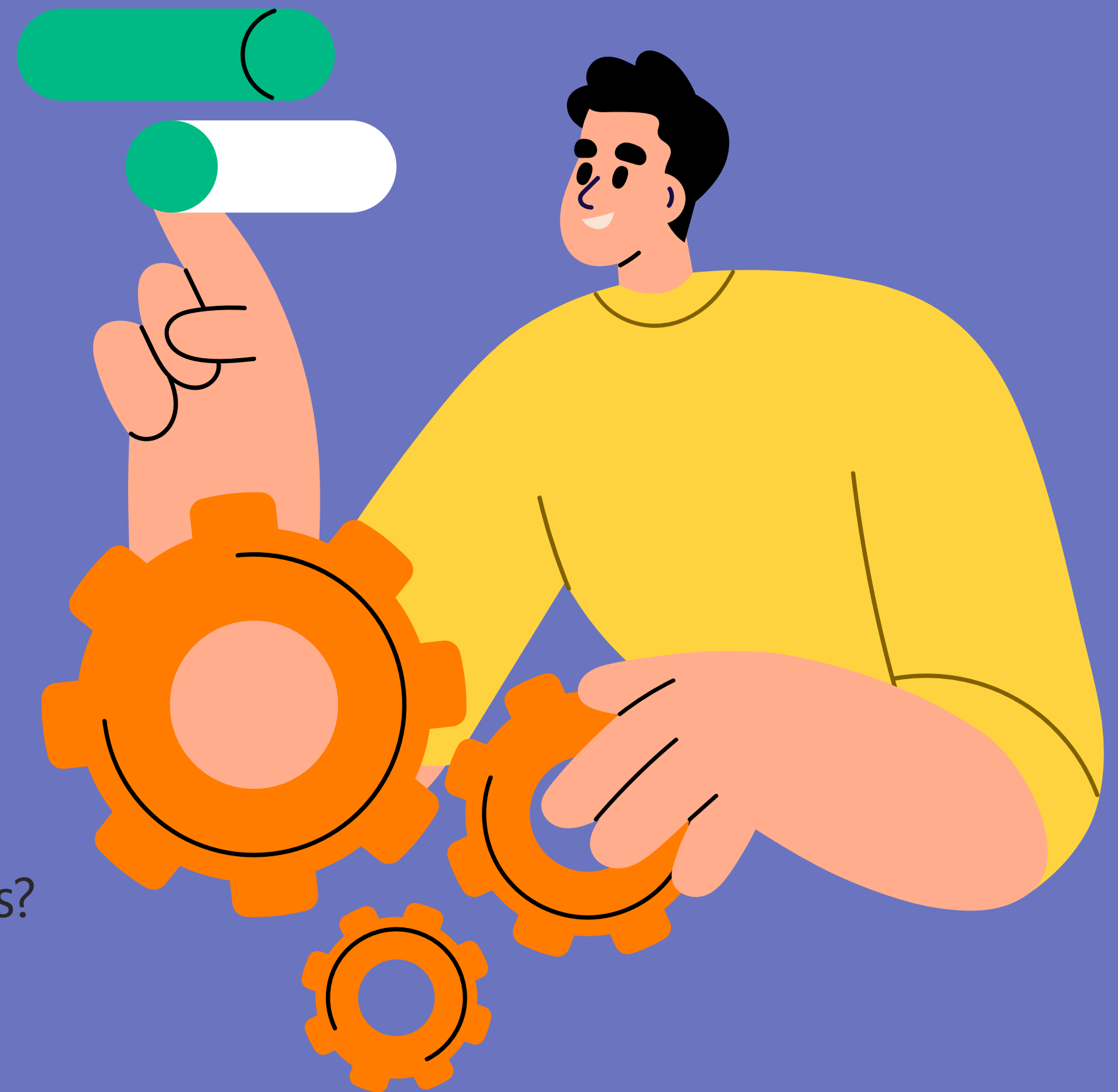


CHAPTER 3

SHADE#3

The (Various) Conditions in the Workplace

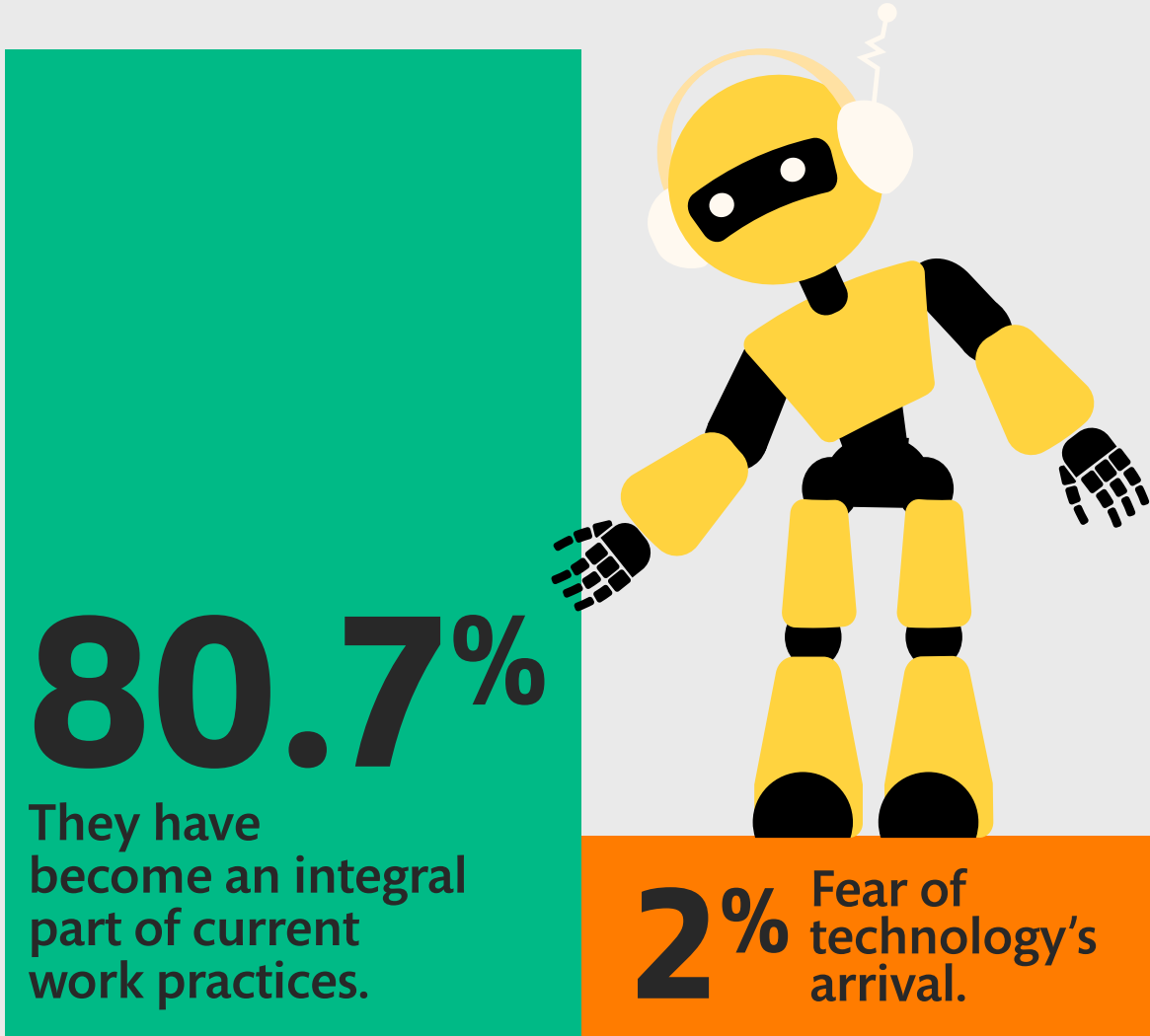
- ▶ Capable A.I.: Will Humans Definitely Lose Their Jobs?
- ▶ Embrace More Easily with Work-Life Harmony
- ▶ How to Cope with Intense Pressure



Capable A.I.: Will Humans Definitely Lose Their Jobs?

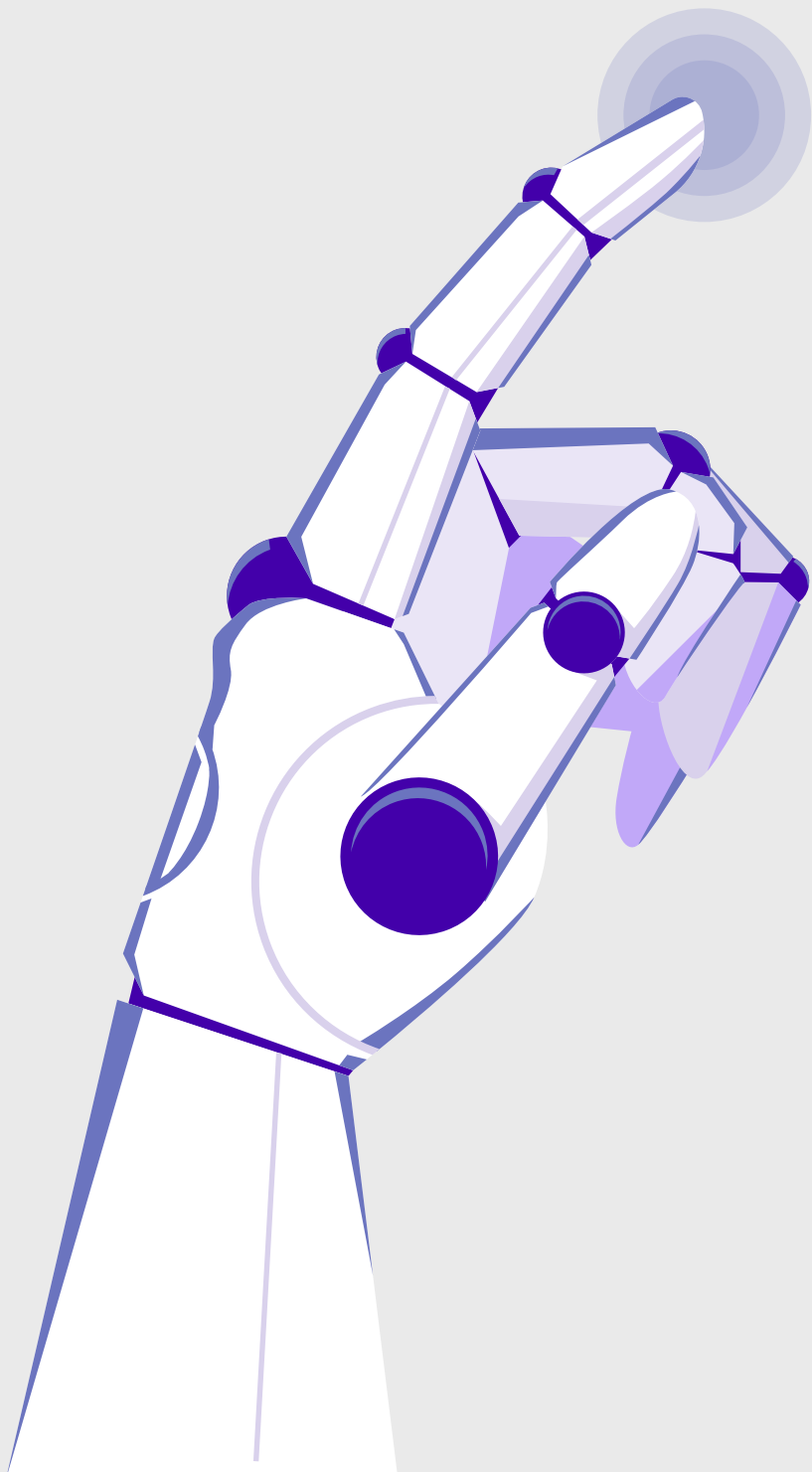
After examining oneself through shades related to personalities and lifestyles at work, let's dive into another shade of the workplace you will encounter and can hardly control.

► How much do various technologies assist in your work, and will ongoing development be advantageous for your work?



Let's start with the first condition, which is integrating technology into work. In 2023, we've seen a dramatic growth of applications or programs incorporating Generative A.I. as the core component of operations, which is a crucial aid that simplifies human work and reduces steps in processes that typically require human labor. Simply input specific and clear commands or requirements, and those tasks will be neatly compiled and presented to the employees. According to a survey asking employees about the integration of technology at work.

According to a survey asking employees about the integration of technology at work, **80.7% strongly agreed with the use of technology to support human work** and recognized the convenience technology brings in lightening the burden of current tasks. They were also confident that if technology is developed in the future to think more intricately and be more capable, it can further enhance work efficiency. What about the social fear regarding the issue of A.I. taking human jobs? Only 2% fear that in the future, technology might surpass them, possibly causing them to lose their jobs.



The question is, should we fear the capabilities of A.I.? It depends on whether we can learn and understand the cause of that fear. In this case, the main factor is to consider the other side of A.I.'s capabilities. How can we coexist with it and apply it to our work? Wouldn't it be better to let technology play a part in filling the gaps and enhancing the integrity of our work? One thing we should start doing now is making it a habit to use A.I. in our daily lives by using them to improve our life and work efficiency every day.

The concept soon to become the norm in the near future is A.I. Stacking or using multiple types of A.I. together to create a workflow that produces the work we want. While it is true that the capability of this technology far exceeds our knowledge and abilities in many aspects, if you can use A.I. to add value to our work, this concern will disappear. We can combine artificial intelligence with the creativity of humans like yourself, resulting in work with increased value and efficiency. That's the core of what work should be in the future.

Embrace More Easily with Work-Life Harmony

The next condition is the efficient work culture in the organization (for you). Organizational culture is deeply rooted in every branch and component of the organization and is difficult to dismantle or change. It can be improved but requires effort, time, and the cooperation of all sectors and levels within the organization to succeed. Therefore, when you want to become part of an organization, the easiest thing you can do is to adapt to its organizational culture.

Reading just this might make you feel hopeless about the organization. However, one thing you can hold onto is finding happiness at work, even if it's just a small glimmer of light. As long as the light is warm enough to keep you from feeling alone or gloomy, it's enough. The alternative is to set a clear principle that you are here to work, to earn a salary, and to live life happily outside the company. No matter which path you choose, if you can achieve it, we would like to congratulate you on finding happiness in your workplace and yourself.



But what if you're someone who wants to find a middle ground between these two options? You might be looking for **Work-Life Harmony**. This concept builds on the idea of work-life balance. Completely separating the two worlds from one another is a challenging task. Wouldn't it be better if you could find "peace of mind" that integrates work and life into one? In reality, many people (including yourself) can't totally separate work from personal life; both worlds impact one another. For instance, if you have a big argument with your partner in the morning, it will linger in your mind when you get to work. Alternatively, if you receive a compliment from your partner in the morning, you'll come to work with a bright smile. Embracing both worlds with understanding might be the way to achieve Work-Life Harmony.

INSIDE SC

A survey from CREATIVE TALKS on the top 100 benefits preferred by employees shows that employees are still seeking benefits offering flexibility in work, such as working from home, working from anywhere, and remote working. **SC Asset also provides a 'Workation' benefit, permitting employees to work from anywhere they choose for 10 days annually.** This has proven to be a successful welfare benefit, with 1,434 days being utilized by 338 employees.

Additionally, **SC Asset has set Monday to Thursday as office days for employees.** This isn't just to avoid crazy traffic at the end of the week, but also to ensure that work requiring discussions, exchanging opinions with the team, and developing the best ideas can be done continuously 4 days a week by Thursday. This allows employees to complete tasks that they can do individually on Friday and live their lives without one type of work distracting from another.



Early on, we discussed the work policies that emerged and became popular during the pandemic, such as working from home, working from anywhere, or remote working. Even though the pandemic has passed, many companies still maintain these working styles, and they have become one of the factors that employees consider when deciding whether to join an organization.

► Would the option of Work-from-Home or Work-from-Anywhere influence your decision to apply for a job?

46.7%

Factor they would consider when applying for a job.

40.7%

Did not highly value having a flexible work policy.

According to the survey, nearly half of the respondents, **46.7%**, reported that it's a factor they would consider when applying for a job. They want flexibility and convenience without wasting time commuting to the workplace and therefore able to have more time for other activities. Although another **40.7%** did not highly value having a flexible work policy for employees, they still agreed with the concept of hybrid working, where they can choose when to go to the office and alternate with working from home, allowing for both personal work time and social interaction with co-workers.



► The generations that consider the Work-from-Home policy the most when choosing a workplace

Gen Z 87.2%

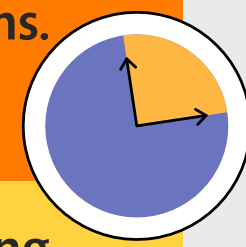
Gen Y 87%

The survey results mentioned also reveal interesting figures for organizations. The generations that consider the Work-from-Home policy the most when choosing a workplace were, firstly, 87.2% of Gen Z, followed by 87% of Gen Y. As we all know, if an organization wants to grow and keep up with the rapidly changing world, attracting new generations of talented people like Gen Z is crucial. Therefore, organizations should learn the needs of Gen Z and adapt to find a middle ground that unites people of various generations to work together with understanding despite their differences.

How to Cope with Intense Pressure

► Various stresses can arise in the workplace.
Do you have ways to cope with them?

55.4% Manage my time to cope with situations.



40.6% Exercising and practicing mindfulness techniques.



The next condition is the pressure that may arise in organizations from various factors at work. We've mentioned that the top reason for resigning is work-related depression. Such pressure is one of the factors causing employees to accumulate stress to the point where it can develop into illness. We wanted to know **how those who can still work manage the potential stresses at work**. The figures reveal that 55.4% managed their time to cope with situations at work, focusing on systematic time management, overseeing the workload, and anticipating problems in advance.

Another 40.6% recommended managing stress by exercising and using mental techniques, as exercise causes the body to produce happiness hormones, such as serotonin, dopamine, and endorphins, which help reduce stress and create happy feelings. Those stressed at work might consider revising their exercise methods and applying them to their lives to prevent burnout at work, which can negatively impact the body in the long run.

The final condition is **the toxic environment created by superiors**. No matter how good your co-workers are or the benefits that support you in living your life, it must be acknowledged that the fate of your work life ultimately lies in the hands of your superior. How much do you think this factor affects people's decision to work today? The survey indicates that **58.6% will continue to endure even if they have a toxic superior** due to the current increase in job competition. They viewed enduring as the best option.

► If you are earning nearly a hundred thousand baht, but with a toxic superior, you will...



58.6%
Endure,
as I am here to work.

41.1%
Resign.

However, **the proportion of Gen Z in the sample that chose to endure was relatively small**. This might mean that Gen Z decides not to tolerate toxic superiors because they view their own knowledge and skills as being valuable elsewhere and value themselves more than sitting and enduring an unfriendly environment. Moreover, Gen Z is at an age where they might not have as many responsibilities compared to Gen Y and Gen X, who are burdened with paying off their assets, such as condos and cars, as well as expenses for social inclusion that affect their career growth. Organizations that recognize the importance of Gen Z may need to find ways to deal with the toxic work environment, especially from the management level. This may include setting up systems conducive to protecting the rights of employees at all levels, having policies that allow every employee to give feedback and express their opinions systematically, and having a strong positive organizational culture to prevent toxicity from consuming the good parts of the organization.

INSIDE SC

Since the health of SC Asset employees is important, there is a **#SCWellbeing policy** that cares for their physical, mental, and spiritual well-being through activities and benefits that meet their needs.

This includes exercise clubs and medical room benefits to support physical care, the Stand by You benefit that offers support to employees in need of emotional care, covering medical treatment expenses for depression and panic disorder up to 30,000 baht per person, as well as free mental counselling services with online experts. Additionally, special classes for spiritual rehabilitation are available to help take care of every employee's spirit.



CHAPTER 4

SHADE#4

Recognizing Your Self-Value

- ▶ Knowing Your Strengths Towards Greater Self-Love
- ▶ Caring and Giving Back: Stepping Up as Global Citizens



Knowing Your Strengths Towards Greater Self-Love

"Happiness in the workplace starts with us." Believe it or not, this statement is not at all exaggerated. In this 4th shade, we will explore within our minds the concept of 'seeing our own value,' or, in familiar terms, having self-esteem.



In a world of work filled with competition, we encounter many talented and capable people. It's indeed an excellent opportunity to work with these talented individuals, learn their thought processes and working methods, and then adapt them to our work. However, it's also common for the aura of these individuals' talents to gradually diminish our work enthusiasm as we inadvertently compare ourselves to them. "How hard must I try to be that good?" or "No matter how hard I try, I can never be that good." Having such thoughts in a work environment surrounded by talented people is not strange. However, the reality that we must understand is that what we see isn't the whole story but merely the piece of themselves that they choose to present. It takes a considerable amount of time to achieve such a beautiful image.

Therefore, we should look back at ourselves in a space where no one else is watching. Without bias and eliminating sensitive emotions, ask yourself, "What am I truly good at?" The answer doesn't have to be something grand like solving complex mathematical problems in 3 seconds or being fluent in 7 languages. It might be having a good memory, remembering details accurately, or being meticulous. Just think further about how to leverage this ability in your work to be an essential part of the team. Ultimately, knowing your strengths is enough.

Present and Future: The Expectations of Employees

► Looking back at your work, what are the present and future outcomes you wish to achieve?

34.7% Salary increase.

22.5% Career progression /growth.



Consider the external factors that impact your self-value. Deep down, every human seeks societal acceptance from family, friends, partners, or even the workplace. Being accepted at work might be interpreted through co-workers' attitudes, expressions, or jobs assigned by superiors. So, what do employees view as recognition they desire in the present and future?

34.7% viewed a salary increase as an indicator of acceptance from the organization. Employees in Thailand who are properly enrolled in the system are legally protected to receive a salary increase of at least 3% annually. However, for salary increases over 3%, many companies employ clear indicators, one of which is the employee's performance that can demonstrate their value to the organization. This is the reward that organizations want to provide in appreciation for their hard work and dedication. Following that, **22.5% wanted to see their career progression in the organization**, such as through promotions, career paths, and receiving clear support.

Beyond recognition received from the organization, we also broadly asked about the 5 things they desire when thinking about work. Their responses align with the economic situation both in Thailand and globally, as **the top three things they wished for began with having a good income and being prosperous or wealthy, followed by having good employee benefits, and lastly, having job security.** All three are related to financial stability. Thus, it can be concluded that money is an important factor that allows us to choose the quality of life we want. The next two responses people provided were related to social status or having a friendly environment, such as good co-workers, superiors, or a positive workplace culture. It therefore becomes a matter of tangible success.



Caring and Giving Back: Stepping Up as Global Citizens



We now understand the internal and external factors affecting our self-worth, but in recent years, the concept of being a global citizen has become increasingly discussed in Thailand. It's a keyword that appears in the media, government policies, and among generations, particularly Gen Y and Gen Z, who are interested in and ready to embrace the role of global citizens. They choose to work not only for their benefit or those around them. Instead, the organization they work for must also contribute to society or the environment. At the very least, the company must have a sustainable business plan.

As this is considered our responsibilities as global citizens who care about society and the world we live in. **80% expected their organization or job to give back to society in some way.** This is considered a positive sign of the awakening of employees in Thailand. Hopefully, organizations in Thailand will also respond to what their personnel expect of them.

INSIDE SC

Did you know that SC Asset has a Sustainability Development department responsible for overseeing various strategies for sustainable business operations? They coordinate with various departments in environmental, social, and governance areas.

In addition, **SC Asset has a #SCeroMission that aims to reduce 25% of greenhouse gas emissions by 2030.**

The Sustainability Development team in SC Asset also volunteers to act as a liaison between residents and society with the mission of transforming excess items, such as overflowing closets, into valuable items through the "Friends at Your Fence" activity by setting up a shop to pass these items on to construction workers and foundations in need of goods and individuals who are socially disadvantaged.



CHAPTER 5

SHADE#5

Knowledge and Interest in One's Field

- Flexible Work Life vs. Exciting, Lifelong Challenges
- Work Trends (That May Arise) in 2024



Flexible Work Life vs. Exciting, Lifelong Challenges

In this last shade, we will discuss the skills, knowledge, and interests in the profession that employees view as important and pay attention to. For 2023, one concept from the working world that can also be applied to life outside work is lifelong learning, or developing a habit of continuously learning throughout life.

According to data from SEAC, learning is seen as 'sexy' and makes life more enjoyable. However, as one gets older, focusing on learning, even if it isn't in a classroom setting, isn't easy. An interesting trick to spark the habit of lifelong learning is to understand your personality traits, know what environment helps you concentrate on the task at hand, whether it's the place or people who inspire you to reach your goal, and, importantly, to start acting on what you aspire to achieve.



► Organizations/offices in 2024 must have flexibility in work vs. every day is about learning

36.6%

Gave importance to having both types of lives.

31%

Viewing lifelong learning as a means to make work less tedious.

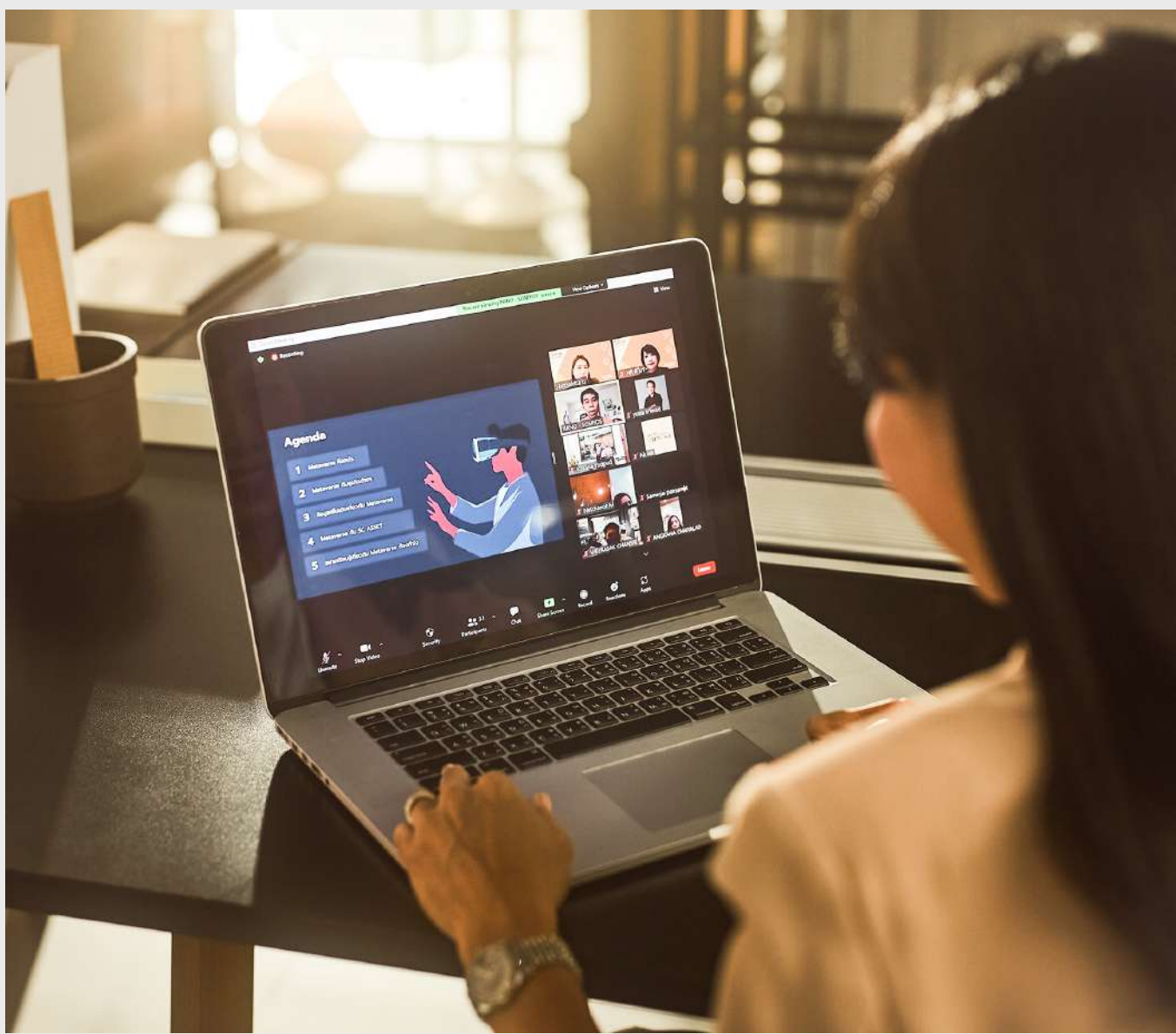
29.2%

Sought a flexible work life with more freedom.

We also sought to understand what employees in Thailand think about the choice between having a flexible working life without having to force themselves to learn much, versus living as a lifelong learner, constantly encountering new things and accumulating them in their personal knowledge base. 36.6% gave importance to having both types of lives. Flexibility in work leads to happiness, but at the same time, they were willing to devote time to learning new things, seeing it as an enjoyable challenge in life and an opportunity to gain experiences to prepare for possible changes at work.

Of course, there were also groups of people who preferred one approach over the other, with 31% viewing lifelong learning as a means to make work less tedious and believing that new knowledge can enhance their skills and abilities, thereby boosting their self-confidence. Another 29.2% sought a flexible work life with more freedom. They believe that spending time learning new things might not align with their desire to spend more time with family and loved ones.

Regardless of the work-life balance you choose, we assure you that there's no right or wrong answer. As long as it suits your lifestyle and is your choice, that's enough. From an organizational perspective, this should be seen as an expectation of employees that the organization needs to understand and respond to appropriately in line with the organization's business policies, making it an important trend in effective organizational development.



Work Trends (That May Arise) in 2024

Obtaining or improving skills that align with the work trends and industries emerging this year is a strategy that employees should learn. From an organizational perspective, in continuously growing industries, these skills should also be included in the internal development of personnel. Forbes has predicted the future of work trends that may arise in 2024, which we've summarized as follows:

Generative A.I.

This involves integrating A.I. to help or replace employees in some tasks that do not require human labor. This concept is quite interesting and is becoming increasingly popular. It's expected to greatly impact employment in the near future. To coexist with A.I. means understanding limitations and learning to be an efficient user so that organizations can see your potential.

Sustainable Working Practices

The most important thing is changing behaviors, lifestyles, and thinking to suit the future world. Going forward, nature and resources will become more of a focus. Therefore, in terms of work, reducing wasteful processes and conserving resources will become more popular concepts.

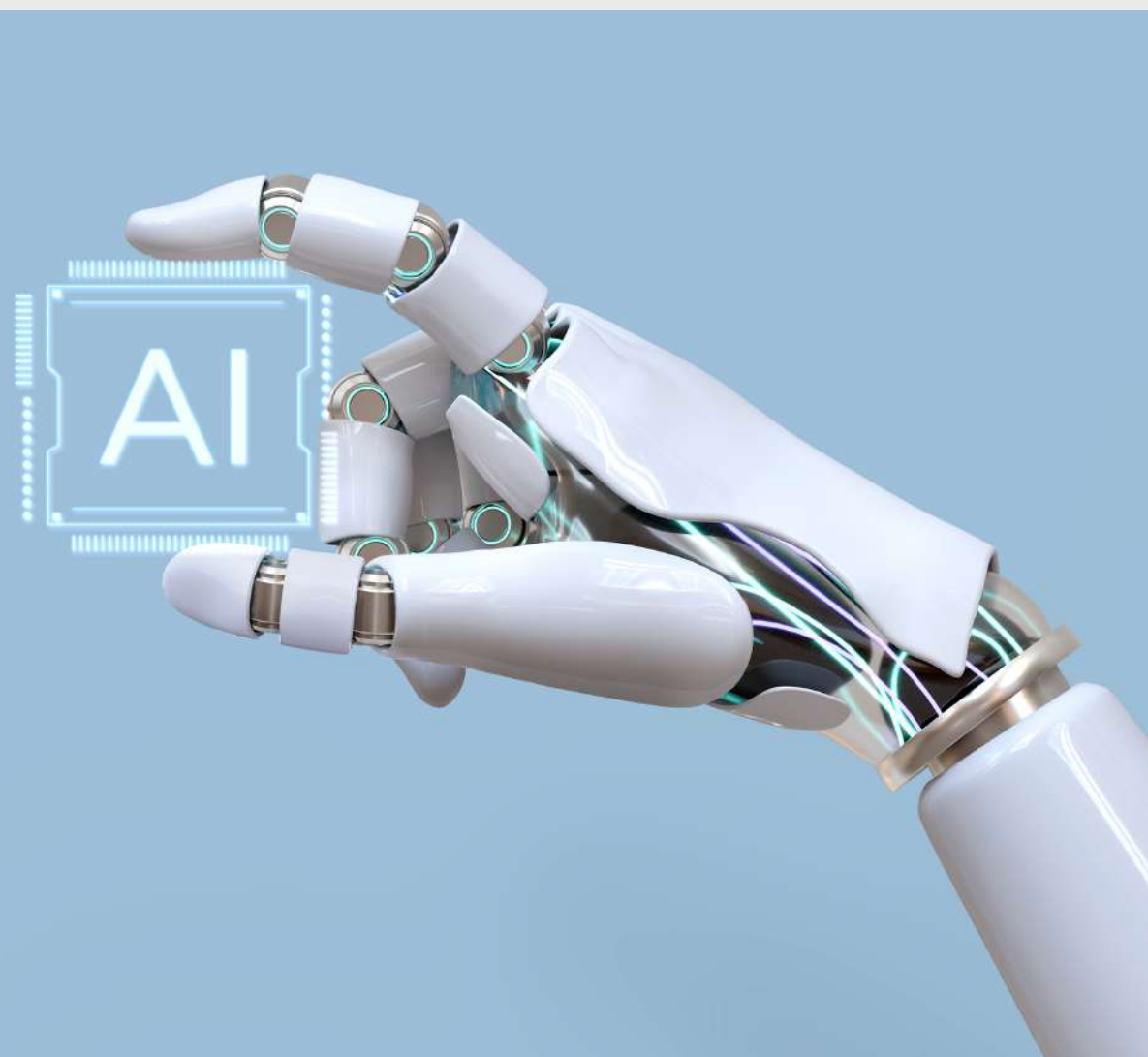


Future Skills

In a world where technology is involved in everything, including work and business, learning to develop skills for efficient technology use is a crucial task. Employees should continually develop themselves to keep pace with the changing world. This makes understanding the necessary skills increasingly important.

Employee Experience

In addition to customer satisfaction, many companies are placing more importance on employee satisfaction. It's not just about sufficient compensation; satisfaction also includes balancing work and personal life. Employees have been focusing on this aspect for a while, and it will receive increasing consideration from companies in the future.



Digitization and Datafication of Work

In 2024, digital data will affect every aspect of our lives, from deciding to start new things to fixing old ones. Everything will be based on data collected and analyzed to provide the most accurate solution possible. To acquire data, many companies are developing digital tools to make work life easier and more efficient.



Changing Workplace Demographics

With increasing international migration, there's also greater diversity in the populations of various countries. With cultural, gender, and age diversity, many companies are starting to close the gender and age gaps in the workplace to promote equality and workplace diversity.



The Decentralized Workplace

During the COVID-19 pandemic, many companies became more open to remote working, which proved that working from anywhere and the hybrid office model can have positive effects on employee performance. These have become policies in many companies nowadays and are expected to become even more popular in 2024.



INSIDE SC

Lifelong learning is a concept embraced by SC Asset, leading the HR team to develop policies that allow employees to express their opinions or propose courses to improve skills or knowledge necessary for contemporary work. Once approved, these courses can be enrolled with **the company covering 100% of the expenses.** Additionally, there are courses available for developing soft skills, hard skills, and future skills, Examples include the "Sunflower Mindset," which trains employees to understand the concept of providing services to customers across all sectors and recognizing service as the core of SC Asset's work, and the "How to Use A.I. to Increase Productivity" class, which teaches how to leverage A.I. to enhance work efficiency. Totalling more than 150 classes annually.



**About
SC Asset**

**About
CareerVisa**



About

SC ASSET

SC Asset is a real estate developer and Living Solutions Provider that delivers high-quality products and services. The company innovates to meet the diverse price needs, lifestyles, and generations of residents, ensuring that customers have a good quality of life free from worries, in line with their vision of creating worry-free homes under the mission of **"For Good Mornings: A good life comes from a good start."**

In terms of employees, SC Asset has the #SCSkydive corporate culture that symbolizes the force of cooperation, built on 4 core values crucial to its business operations:



#SCSkydive

Care

Taking to heart the needs of co-workers and customers.

Courage

Dare to think, speak, and do new things.

Collaboration

Working with other departments and companies towards common goals.

Continuous Improvement

Learning new things and always striving for self-improvement to promote valuable and sustainable growth for employees.

INSIDE SC

The concept of 'Inside SC - Freedom to be Our Best: Perform to Your Full Potential in Your Own Way,' which believes that every employee plays a vital role in driving the business to success and plays a role in retelling stories of people within the organization, has led to its recent award as the number one real estate company that the new generation most wants to work for, according to a 2023 survey by WorkVenture.

The "3 Goods" program – good balance, good society, and good future, was designed to serve every generation of employees in every field.

About



CareerVisa is a social start-up with the mission to connect organizations with high-potential individuals through meaningful employer branding and share the real experiences of those working in organizations to guide the new generation in discovering the right careers for them.

In the new economic era where job demands and skills change rapidly, reaching high-potential young individuals can be challenging. At the same time, employee turnover rates in organizations are continuously increasing. We found that the leading cause of this is due to applicants' lack of understanding of the actual work environment. Traditional recruitment strategies may no longer suffice. Therefore, CareerVisa developed creative solutions that align with employer branding by sharing real experiences of those working in organizations and helping the new generation find the right careers.



Over the past 9 years, CareerVisa has connected students from over 20 universities, with over 30,000 participants joining in career guidance and potential development programs. CareerVisa has also helped organizations create employer brands and positively impact employment in Thailand through various forms, working with over 100 organizations nationwide and regionally, including government sectors, private sectors, start-ups, overseas education agencies, and numerous educational institutions.

In terms of career search and planning, CareerVisa employs a methodology that has been continuously researched and developed with the young generation in Thailand and the Asia region, encompassing 5 areas:



This methodology is recognized for its standards and included in the curriculum of leading universities.

CareerVisa

CareerVisa has expertise in the labor market for the new generation and career progression. Your organization can be confident that our services will benefit in terms of finding the right workforce, reducing recruitment costs, and creating a brand for the organization that goes beyond just advertising. We help convey a vision of contributing to the development of the new generation and creating a widespread positive social impact while growing sustainably together to address the new economy of Thailand and the Asian region.



