

Asia Pacific Workforce Hopes and Fears Survey 2024

Helping workers adapt to change in an age of transformation

Vietnam highlights | July 2024



Workers are ready for change. Are leaders ready to engage them?

Change is constant, accelerating and evoking feelings of both optimism and uncertainty. This is a key theme from PwC's latest survey of 19,500 workers across Asia Pacific, including 1000 workers in Vietnam.

PwC's 2024 Asia Pacific Workforce Hopes and Fears Survey explores employee sentiments on business sustainability, desired skills development, and perspectives on emerging technologies, climate initiatives and workplace dynamics.

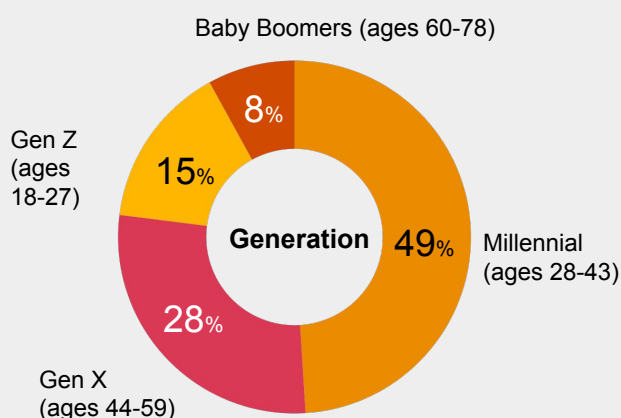
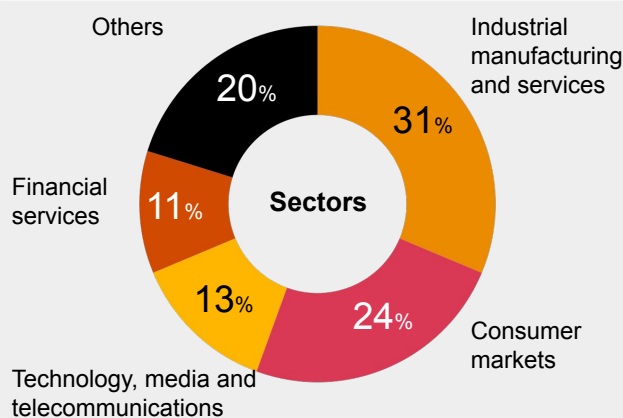
Workers in the region today, including Vietnam, reported a significant increase in workloads and an accelerating pace of change, which both excites and overwhelms them. How will employers respond to this increasingly empowered workforce?

The survey highlights the need for business leaders to understand their employees' goals, identify obstacles to change and work collaboratively with their teams to create a culture of innovation.

1000
Respondents from Vietnam

56%
Male

44%
Female



Key findings

Vietnam

Constant change

Employees feel both excited and nervous about change. While 92% of Vietnam employees feel ready to adapt to new ways of working and grow in their roles, 73% believe there is too much change happening at once.

Change is accelerating

88%

say they have experienced more changes at work in the past year than in the previous 12 months before that. (Asia Pacific: 68%)

Skills development

Vietnamese employees are able to demonstrate and develop their skills compared to regional peers with 71% feeling they can fully showcase their skills (Asia Pacific: 57%) and 75% believing their employer supports future skills development through learning opportunities (Asia Pacific: 52%)

Employees see skill development as key to their job, with

64%

agreeing that the skills required by their job will change significantly in the next 5 years. (Asia Pacific: 44%)

Climate change

Employees in Vietnam see climate change as a tangible threat to their workplaces. 65% worry about new health and safety risks caused by climate change.

Employees have higher expectations for their employers' climate actions, with

88%

of respondents agreeing that employers should reduce their environmental impact. (Asia Pacific: 73%)

Evolving expectations

The view on job security in Vietnam is mixed:

- 52% of respondents from Vietnam feeling extremely or very confident about their employment in the next 12 months (Asia Pacific: 61%),
- 65% say recent changes at work make them concerned (Asia Pacific: 55%).

Non-financial rewards are as crucial as pay

Employees rank top priorities:

82%

Financial Rewards
(Asia Pacific: 77%)

75%

Fulfillment
(Asia Pacific: 69%)

70%

Flexibility
(Asia Pacific: 64%)

GenAI adoption

GenAI adoption in the workplace is limited. 55% have used GenAI in the past year (Asia Pacific: 70%). Yet, only 25% use it daily.

Optimism in GenAI is growing, with

89%

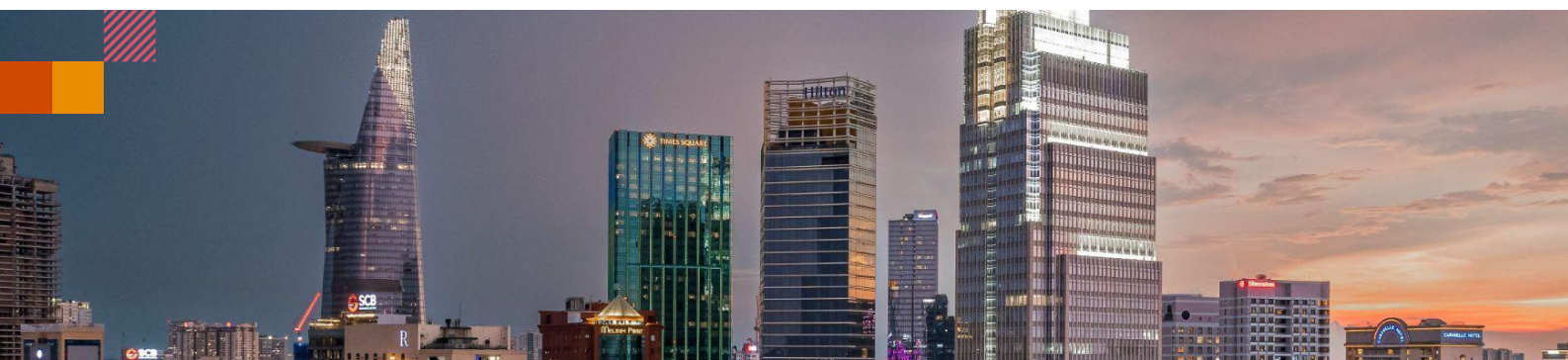
of users believing it will enhance their skills

91%

of users believing it will improve work quality

88%

of users believing it will boost creativity





Six actions to build a future-fit workforce in an age of transformation

1

Lead in new ways to build resilience among employees experiencing stress

3

Help employees lead on innovation

5

Recognise how critical skill-building is to workers

2

Engage employees on change to drive transformation

4

Instil confidence in GenAI

6

Prioritise employee experience for performance

“

Change is speeding up, and it's creating both excitement and worry among workers in Vietnam and across Asia Pacific. Our latest Hopes and Fears survey shows that while many workers are eager to adapt, they're also feeling overwhelmed by how fast things are moving.

On the bright side, employees feel more secure in their jobs and are keen to learn new skills, especially with the rise of Generative AI.

But there's another big trend we can't ignore: climate change. Vietnamese workers are increasingly aware of how climate change impacts their jobs and expect their employers to take action, with this concern rising to 65% from 55% last year. This shows a growing demand for meaningful change.

It's clear that while employees are ready to grow and adapt, they need support to navigate these changes. Investing in skills development and taking proactive steps on climate issues will not only boost job satisfaction but also align with your workforce's expectations.



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Scan to download full report:

[PwC's 2024 Asia Pacific Workforce Hopes and Fears Survey](#)



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