

Decoding Global Talent 2024

GenAI Edition

Shifting work
preferences in
the age of GenAI



 **Philippines**

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Introduction

About the Study

How do talent perceive and use emerging GenAI technologies? How can employers attract, retain and reskill top talent?

We are proud to share with you the latest edition of the world's largest survey on ideal jobs and shifting priorities in the age of GenAI. Part of the Global Talent Survey series (ongoing since 2014), this report delves into the workforce's changing preferences, the impact of GenAI, and strategies for mitigating its effects. GenAI, short for Generative AI, is a type of Artificial Intelligence designed to create new content such as text, images and other forms of output by learning patterns from existing data.

This quantitative research is conducted in collaboration with BCG, The Network and the Stepstone Group. Survey links are sent to our talent across 6 countries via email where their feedback is collected and collated to produce the insights in this report.

We present this to you as part of our ongoing commitment as your No.1 Trusted Talent Partner in Asia. These results have deep actionable insights for your market that will enable you to better connect talent to **#BetterMatches**.

How these findings help you:

- ✓ Discover the motivations and needs of talent to keep them competitive
- ✓ Understand the factors to consider to retain talent
- ✓ Know what you need to offer to attract highly-skilled talent

Disclaimer: In some occurrences in this report, it is possible that percentages do not add up to or exceed 100% as a result of rounding of numeral fractions.

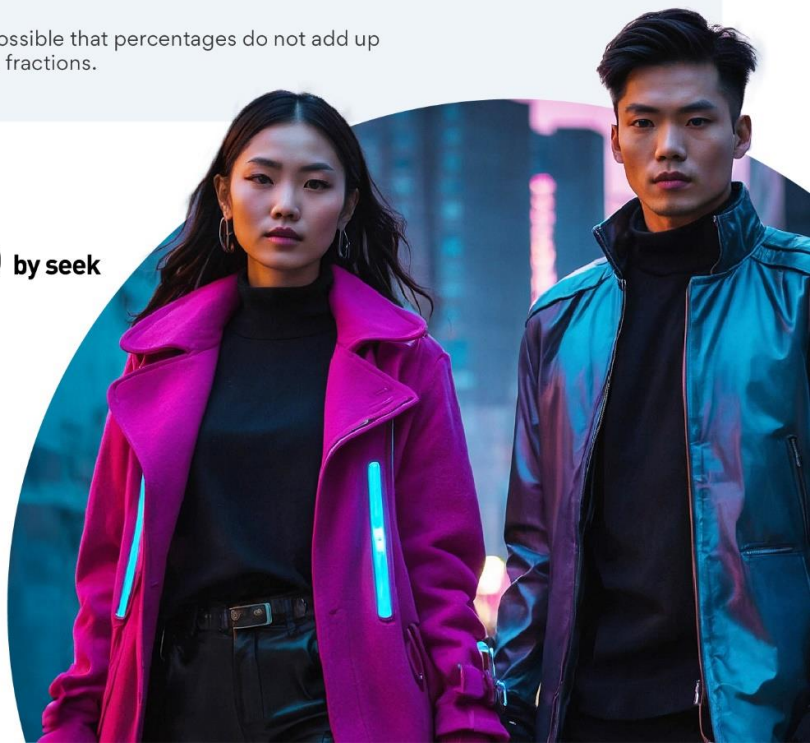
Presented by:



In partnership with:



Source: 2023 BCG/The Network/Stepstone Group proprietary web survey and analysis.



About the Study



Jobstreet and Jobsdb are the leading employment platforms in Southeast Asia, helping people live more fulfilling and productive working lives and helping organisations succeed. They are a subsidiary of SEEK, a diverse group of companies comprised of a strong portfolio of online employment, educational, commercial and volunteer businesses. SEEK is listed on the Australian Securities Exchange and has a strong presence across the APAC region, including six Asian markets – Hong Kong, Indonesia, Philippines, the Philippines, Singapore, and Thailand – through the Jobstreet and Jobsdb brands. SEEK attracts over 500 million visits a year in Asia.



Boston Consulting Group partners with leaders in business and society to tackle their most important challenges and capture their greatest opportunities. BCG was the pioneer in business strategy when it was founded in 1963. Today, it helps clients with total transformation—inspiring complex change, enabling organisations to grow, building competitive advantage, and driving bottom-line impact.



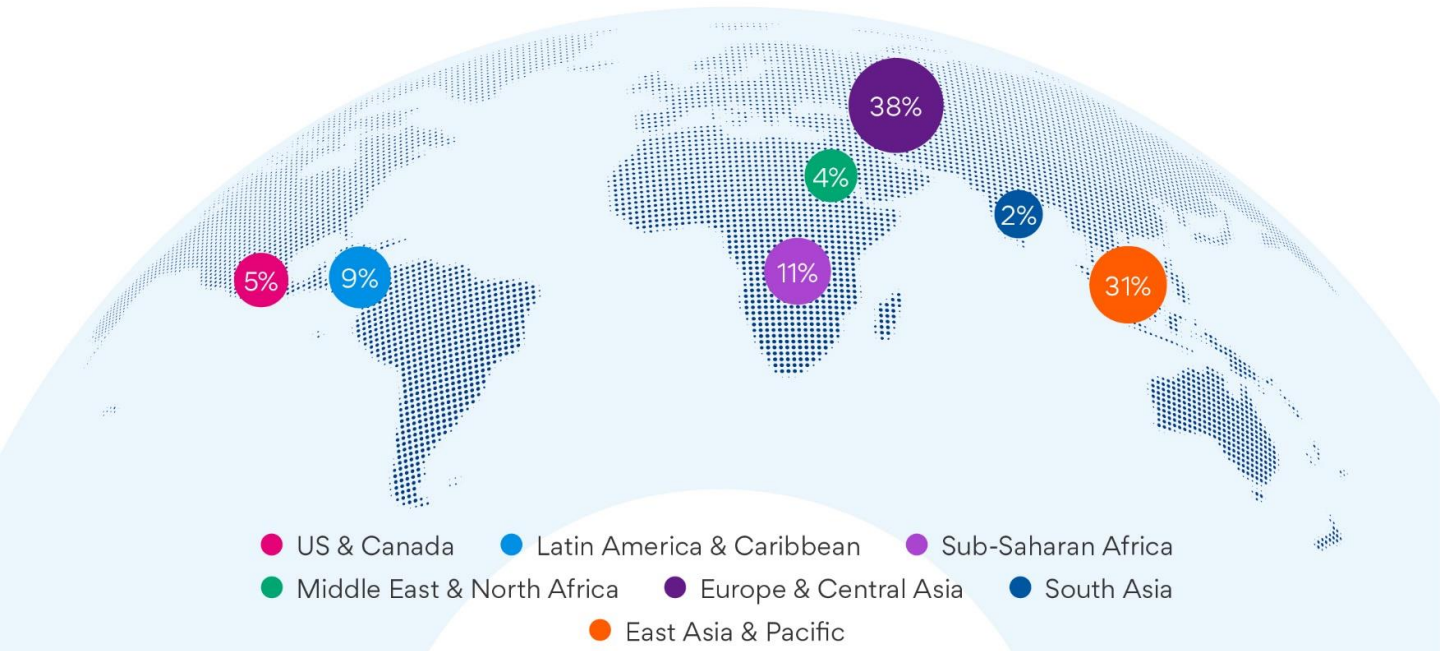
The Network is a global alliance of more than 60 leading recruitment websites, committed to finding the best talent in over 130 countries. Founded in 2002, The Network has become the global leader in online recruitment, serving more than 2,000 global corporations. It offers these corporations a single point of contact in their home countries, and allow them to work in a single currency and with a single contract—while giving them access to a global workforce. The recruitment websites in The Network attract almost 200 million unique visitors each month. For more information, please visit www.the-network.com.

Demographics: Global

150,735
respondents

180+
countries

The global results are based on a large, diverse sample covering most major talent markets.



- US & Canada
- Latin America & Caribbean
- Sub-Saharan Africa
- Middle East & North Africa
- Europe & Central Asia
- South Asia
- East Asia & Pacific



Demographics: Global

Global Workforce participants

150,735

Gender



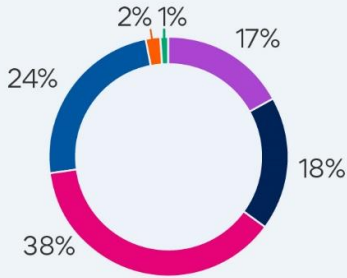
- Male
- Female
- Prefer not to say

Living situations



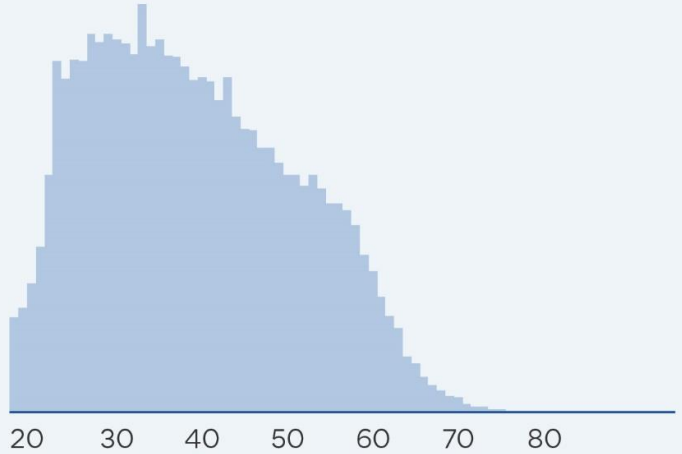
- Living in country of origin
- Not living in country of origin

Education

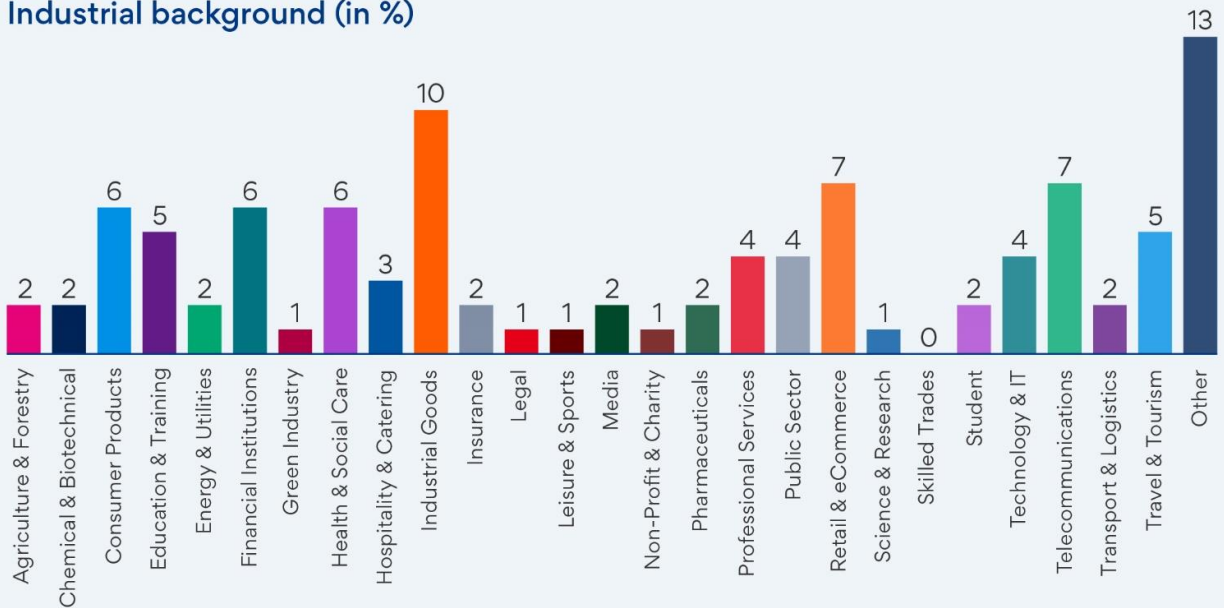


- No formal education
- High school
- Secondary qualification
- Bachelor
- Master/Diploma
- Doctorate/PhD/MD

Age distribution



Industrial background (in %)



Demographics: Philippines

Workforce participants in Philippines

6,498

Gender



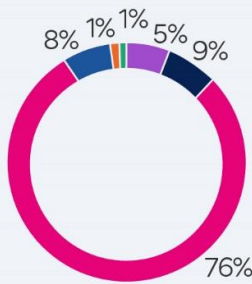
- Male
- Female
- Prefer not to say

Living situations



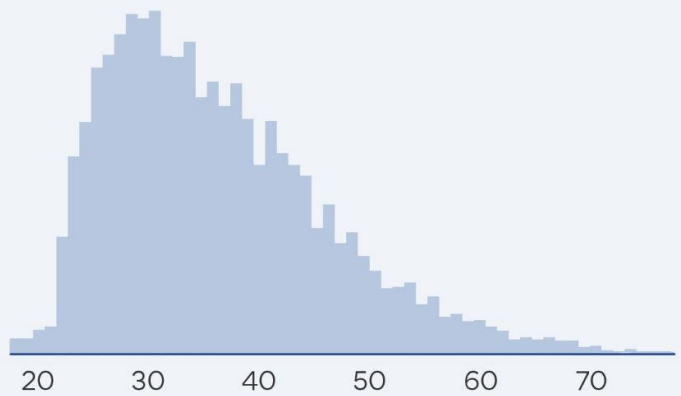
- Living in country of origin
- Not living in country of origin

Education

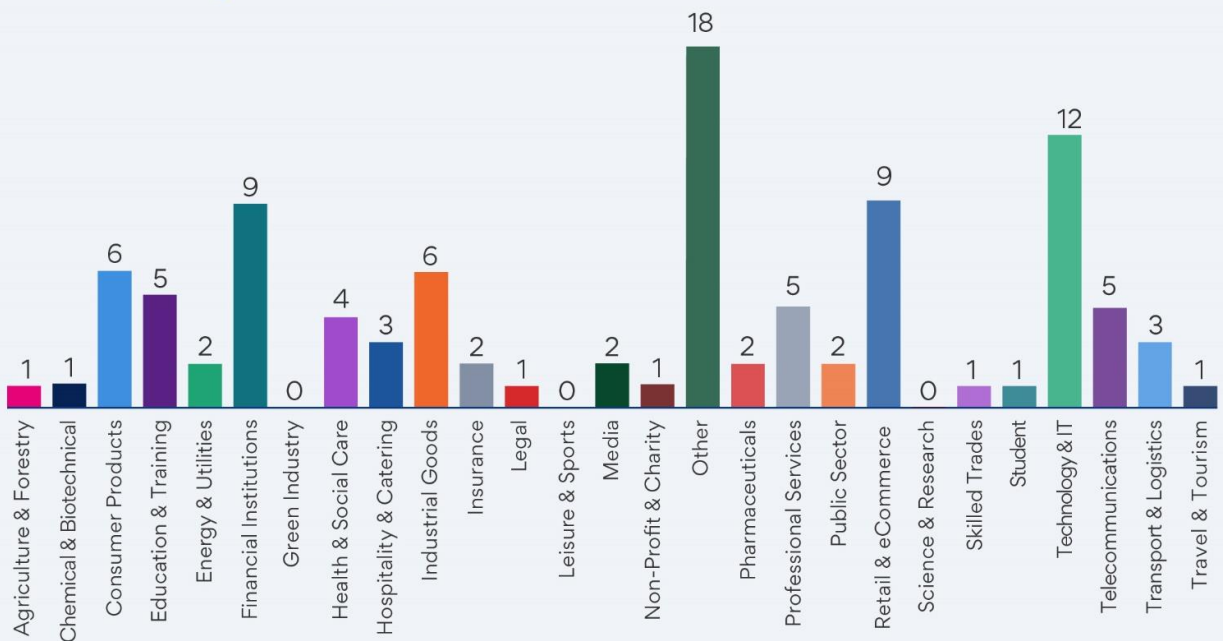


- No formal education
- High school
- Secondary qualification
- Bachelor
- Master/Diploma
- Doctorate/PhD/MD

Age distribution



Industrial background (in %)



Global Shifts in Ways of Working

This section will address the following questions related to work preferences in the age of AI based on 150,735 respondents sourced worldwide from more than 180 countries:

- 1 What is GenAI's impact towards talent around the world?
- 2 How do talent imagine their ideal career path to be?
- 3 Would talent retrain for a completely different job to stay competitive?
- 4 What are the dealbreakers that would make an otherwise desirable job unacceptable?

This section contains excerpts from the latest *Decoding Global Talent 2024: How Work Preferences Are Shifting in the Age of AI*, by BCG, the Network and Stepstone. For a detail version of the global report, please [download here](#).



Key Insights: Global



Generative AI (GenAI) is revolutionizing workplace dynamics, becoming a cornerstone of innovation and reshaping how people work and envision their futures. As GenAI continues to influence the work environment, the values and skills prioritized by employees – especially those of younger generations – are also evolving. Our comprehensive survey of 150,735 respondents from over 180 countries delves into these emerging trends.

Navigating the GenAI revolution: opportunities and challenges in the workplace

GenAI is a driving force for progress and innovation, reshaping work environments in significant ways. It elicits mixed reactions; while some celebrate its potential to boost productivity and creativity, others are skeptical, fearing job displacement and questioning its reliability. Despite these concerns, workers are increasingly integrating AI into their routines. Over 50% of respondents have experimented with GenAI recently, and around 39% use it frequently for their jobs or personal tasks.

The impact of GenAI on jobs varies across sectors. Workers in IT & Technology as well as marketing are the most likely to use it, while those in manual labor and social services show lower adoption rates. While GenAI is used for both professional and personal purposes, trust in its output remains cautious. Only about 10% of respondents fully trust its use, 40% thoroughly review its outputs before use, and approximately 30% rely on it for initial ideas only.

As GenAI continues to evolve, 50% of workers anticipate the need for upskilling, and 21% foresee significant job transformations requiring extensive new skills. In response, 57% of workers are open to retraining to stay competitive. Despite these changes, only 5% are worried about their jobs completely disappearing due to GenAI.

Ideal career path and dealbreakers

Across the globe, people's career aspirations share common themes. A significant 60% of respondents envision their ideal career as one offering stability and healthy work-life balance. Meanwhile, 55% aim to join prestigious companies, aspiring for future leadership roles. However, only about one-third are adventurous, seeking to explore new professions.

The recruiting experience and a company's brand profoundly impact workers' decisions to join. Negative recruitment experiences and a lack of focus on environmental, social, and governance (ESG) factors are major dealbreakers. Ideal career paths today are defined by a blend of work-life balance and opportunities for advancement, with younger workers prioritising growth and older workers seeking balance.

Adoption & Impact - GenAI

Are global talent using GenAI?

An exceptionally large share of talent (86%) said that they have heard about GenAI. Usage, whether for work or for personal activities, is impressive as well: more than 50% said that they have experimented with it at least once recently, including about 39% who we define as regular users—they use it either a few times a month (21%) or several times a week (18%).

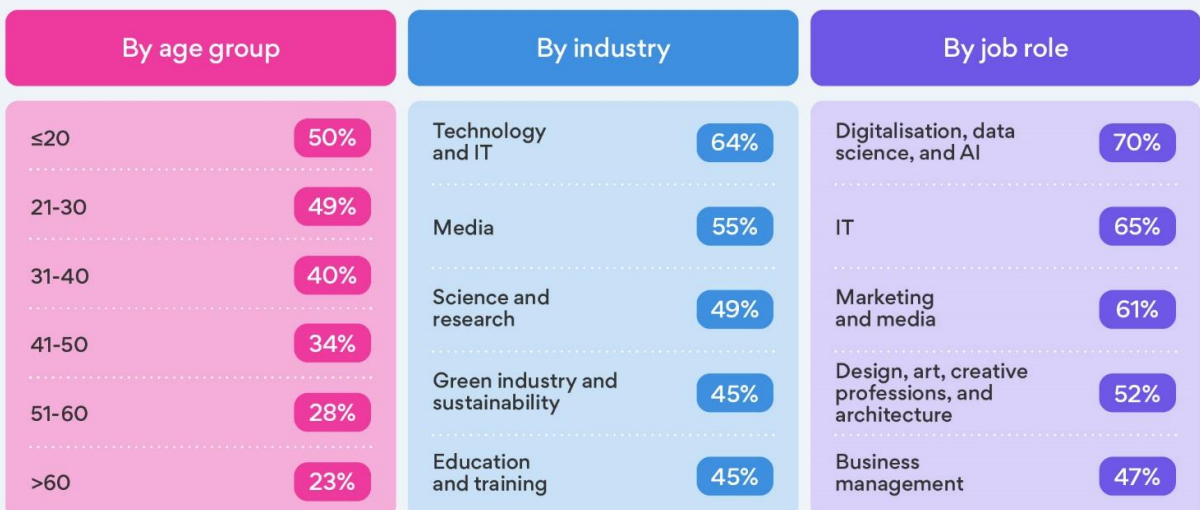
Although most demographic factors (such as education and gender) have little impact on the likelihood of using GenAI, age does play a role. Those who are 30 or younger have the highest adoption rates, and 49% of them use GenAI regularly. In contrast, talent older than 50 are much less likely to use GenAI regularly. Job-related factors play a role as well. Digital and IT talent are the most likely to be regular users of GenAI, followed by those in marketing, media, and design job roles.

Respondents' awareness and use of GenAI are high



Regular use of GenAI varies by age, industry, and job

Respondents who use GenAI regularly



Adoption & Impact - GenAI

How does global talent plan to stay competitive in the age of GenAI?

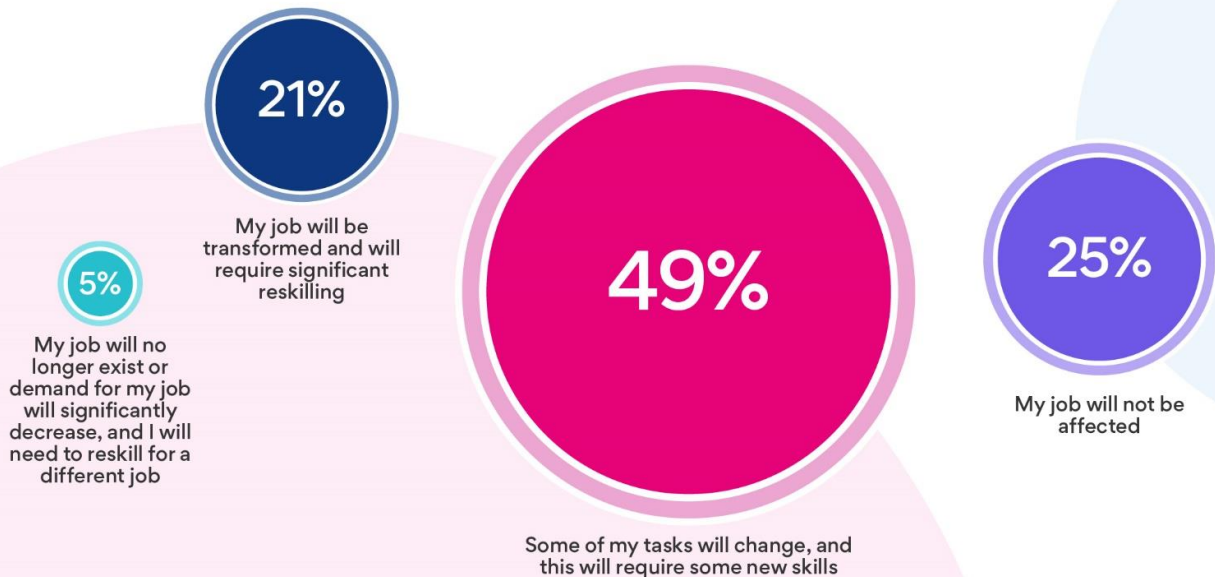
In general, talent who use GenAI feel that it benefits them at work, in their personal lives, or both. This highlights exciting opportunities for new job creation and the evolution of traditional roles, encouraging a dynamic integration of technology and talent.

The good news is that most talent do not consider GenAI as a significant threat to their livelihood. Most talent aren't terribly worried about AI pushing them out of their jobs: only 5% believe that their roles will become obsolete.

But they don't view the situation through rose-colored glasses, either. Most anticipate that certain aspects of their jobs will change, requiring them to develop new skills. Only about a quarter think that GenAI will not affect their jobs at all.

Global talent is aware but unafraid of technological disruption

How respondents expect GenAI to impact their job in the future



Personal & Work Use-case

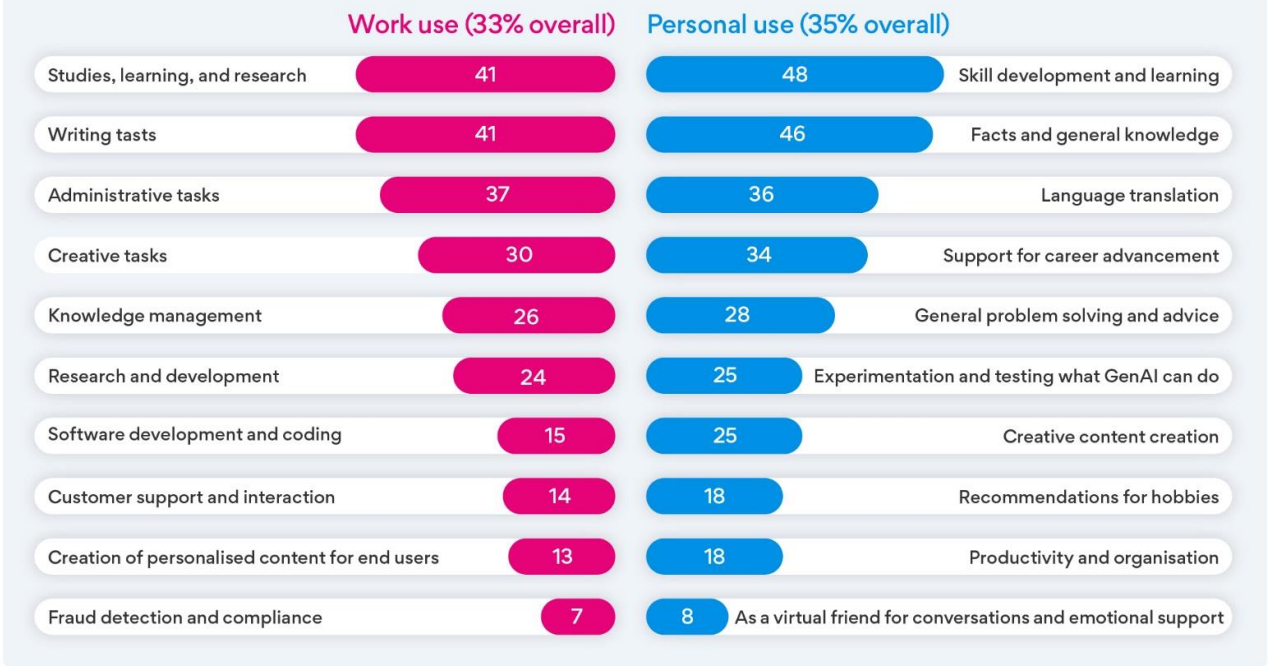
What do talent use GenAI for?

Most talent who regularly use GenAI do so both for work and for personal pursuits. Most use it for simple activities such as research, administration, and translation - usage that is akin to replacing Google with GenAI. Overall, 33% use GenAI regularly at work. Those in office-based, management, and administrative jobs are most likely to do so, to accomplish administrative and writing tasks more quickly. A fair share of IT professionals use GenAI for coding (36%), and many marketing specialists (41%) and design professionals (47%) use it for creative tasks. Evidently, talent who use GenAI most frequently are now leveraging it for their core work tasks, not just for general administrative work and research.

Personal GenAI applications most often focus on developing skills and learning (48%), finding facts and gaining general knowledge (46%), or translating material from other languages (36%). People also turn to GenAI to support their career advancement goals and job searches, using it to develop résumés and cover letters, for example.

Respondents most often use GenAI for information, writing, and administrative work

Respondents who use GenAI regularly for specific tasks shown (%)



GenAI User Personas

How do talent use GenAI? Personas, challenges, and benefits

With an eye towards future uptake, we've created four GenAI personas to capture the notably different ways in which people who regularly use GenAI—39% of the talent in our survey—interact with the technology:



The GenAI Newcomer. Members of this group treat GenAI as if it were just the new Google. They use it for fun, to search for information, and to draft documents. Notably, this persona does not represent the largest group of users among respondents who are regular GenAI users.



The GenAI Taskmaster. Users in this category put GenAI to work as an assistant, turning over boring, routine tasks to the technology and thereby saving time and improving efficiency.



The GenAI Colleague. This persona likewise consists of users who put GenAI to work, but they adopt a more comprehensive approach than taskmasters do, assigning core parts of their workload to it. For example, IT professionals may use it to perform coding, and marketing managers may use it to create personalised content. This persona claims the largest number of talent, indicating that many people already use GenAI in a meaningful way.



The GenAI Expert. The advanced users in this persona leverage GenAI strategically for many different purposes in different areas of their lives. In our survey, they listed at least seven use cases, including complex tasks.

GenAI personas perceive distinct benefits and challenges

Regular users (39% of all users) fall into four personas

5% **NEW**
GenAI Newcomer

A beginner who leverages simpler, more accessible GenAI use cases, such as searching for information, asking for advice, and drafting resumes and school essays. Newcomers see GenAI as a fun, quick way to get information and ideas.

7% 
GenAI Taskmaster

A user who has realised the time-saving potential of GenAI and leverages the technology for work efficiency. Taskmasters deploy GenAI to reduce administrative workload, draft outputs, write memos, and automate simple tasks.

17% 
GenAI Colleague

A user who interacts with GenAI as a colleague in performing core work functions such as coding for IT professionals, R&D for researchers, or content personalisation and advanced design for marketing professionals.

9% 
GenAI Expert

An expert who strategically uses advanced GenAI capabilities to solve complex problems, optimise for efficiency, extract information, and explore creative ideas across several dimensions of work and personal use.

Increasingly advanced users →

Willingness to Reskill

Would talent upskill themselves in the age of AI?

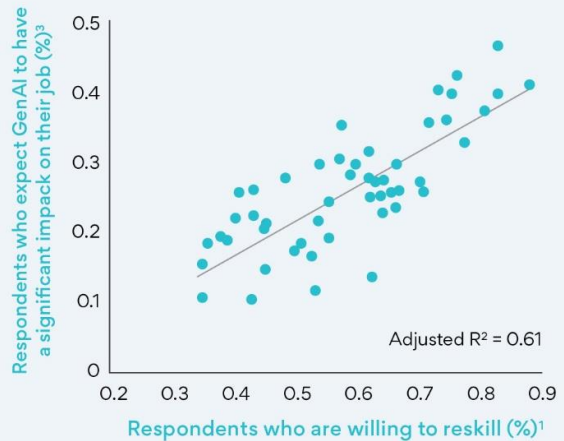
Talent around the world are open to reskilling—and not just because of GenAI. Overall, 57% of talent are willing to retrain to stay competitive. Those with low- or mid-level education tend to be more flexible than more highly-educated people, and older people are less open to reskilling in general.

Various factors drive openness to reskilling. Those who live in countries where job security is especially important are more likely to be open to reskilling, likely motivated by a desire to ensure their long-term employability. Similarly, talent who believe that GenAI will have a large impact on their jobs are more willing to reskill—perhaps as a preventive move so that they can switch to a different job altogether if necessary.



- 57% Yes
- 35% Yes, but only if I had serious difficulties
- 8% No

Exhibit 14 - Respondents' willingness to reskill is linked to the importance of job security and the perceived impact of GenAI



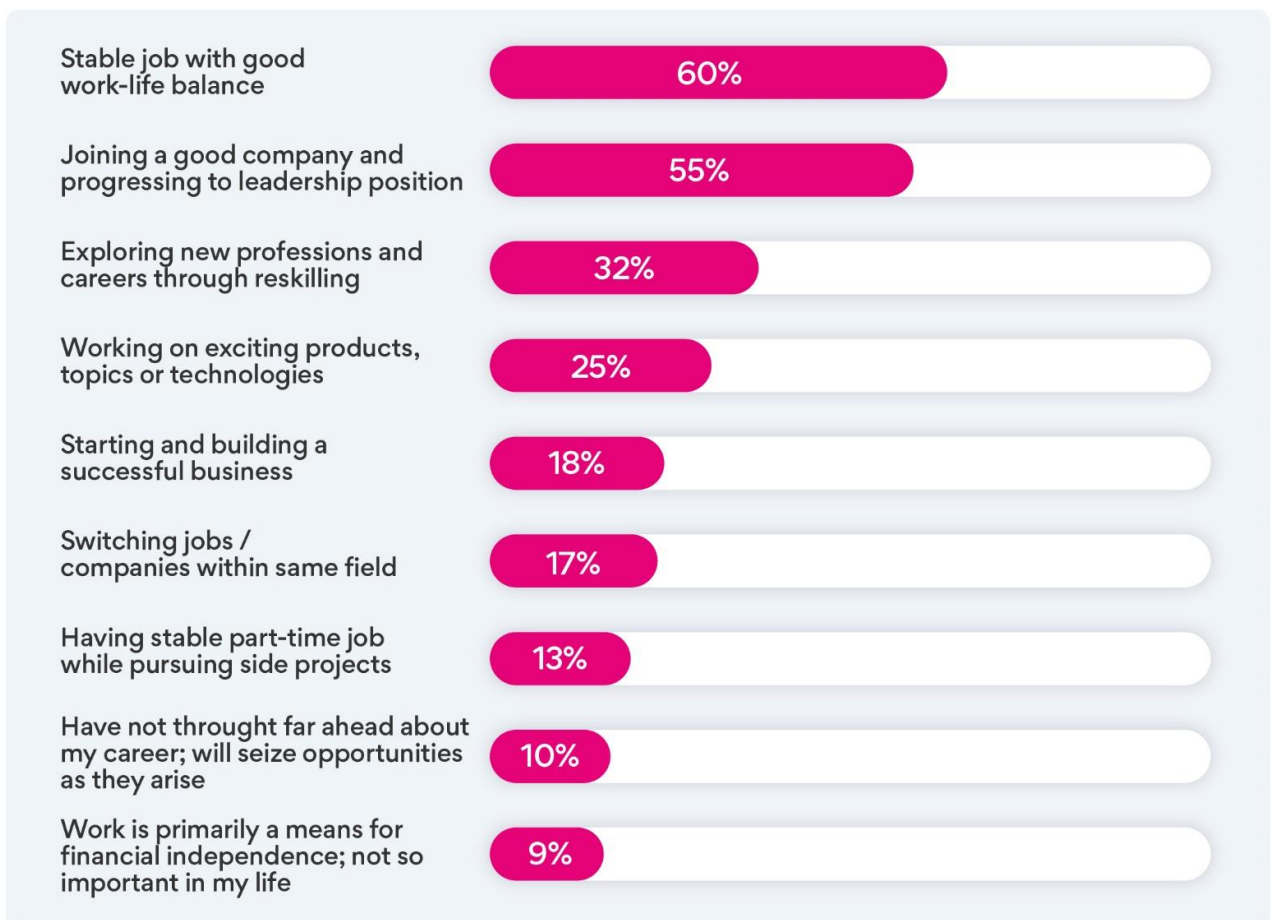
Ideal Career Path

What would be your ideal career path in the future?

When it comes to ideal career path, most people who work spend a substantial portion of their prime years working for various life reasons. Therefore, it is no surprise that many individuals have diverse career aspirations.

Globally, 3 out of 5 individuals envision their ideal career path as having a stable job that provides a healthy work-life balance. Many also aspire to join reputable companies and eventually take on leadership roles within these organisations.

Conversely, some people possess a more adventurous spirit, with 32% expressing a desire to explore new professions. They might do so until they discover their dream job or to stay aligned with current trends. Additionally, 1 in 4 individuals is interested in working on exciting products, topics, or technologies. Only 18% of individuals exhibit an entrepreneurial spirit, planning to start and build a successful business as their career.



Dealbreakers

However, understanding their career path alone is insufficient to attract talent. As much as 54% of talent globally stated they would turn down a good job offer for various reasons.

What factors would make talent walk away from a good job offer?

We asked survey respondents to imagine that they had received a job offer that ticked all the boxes on the list of what they were looking for. What would make them decline the offer anyway? What factors are so important that they would stand in the way of what would otherwise be an ideal job? Here's what we learned:

- **Negative impressions during the recruitment process**

would have a powerful impact. Nearly 70% of Europeans would refuse a good offer if they had formed such an impression during the interview process—if, for example, they were asked questions that they consider discriminatory or if they had bad chemistry with the interviewer. The same is true for nearly 60% of respondents in Latin America and the Caribbean.

- **A negative impact on society**

was the next-biggest dealbreaker. In fact, respondents in sub-Saharan Africa, the Middle East and North Africa deemed it the number-one dealbreaker. Globally, some 40% of workers would not join an employer whose services, activities, or products have a deleterious social effect.

- **Lack of mental health or well-being support**

was another leading dealbreaker, particularly among respondents from Asia-Pacific countries and sub-Saharan Africa.

- We've seen global talent give increasing weight to values, and a **lack of sustainability measures or environmental initiatives** is now a top-ten dealbreaker.

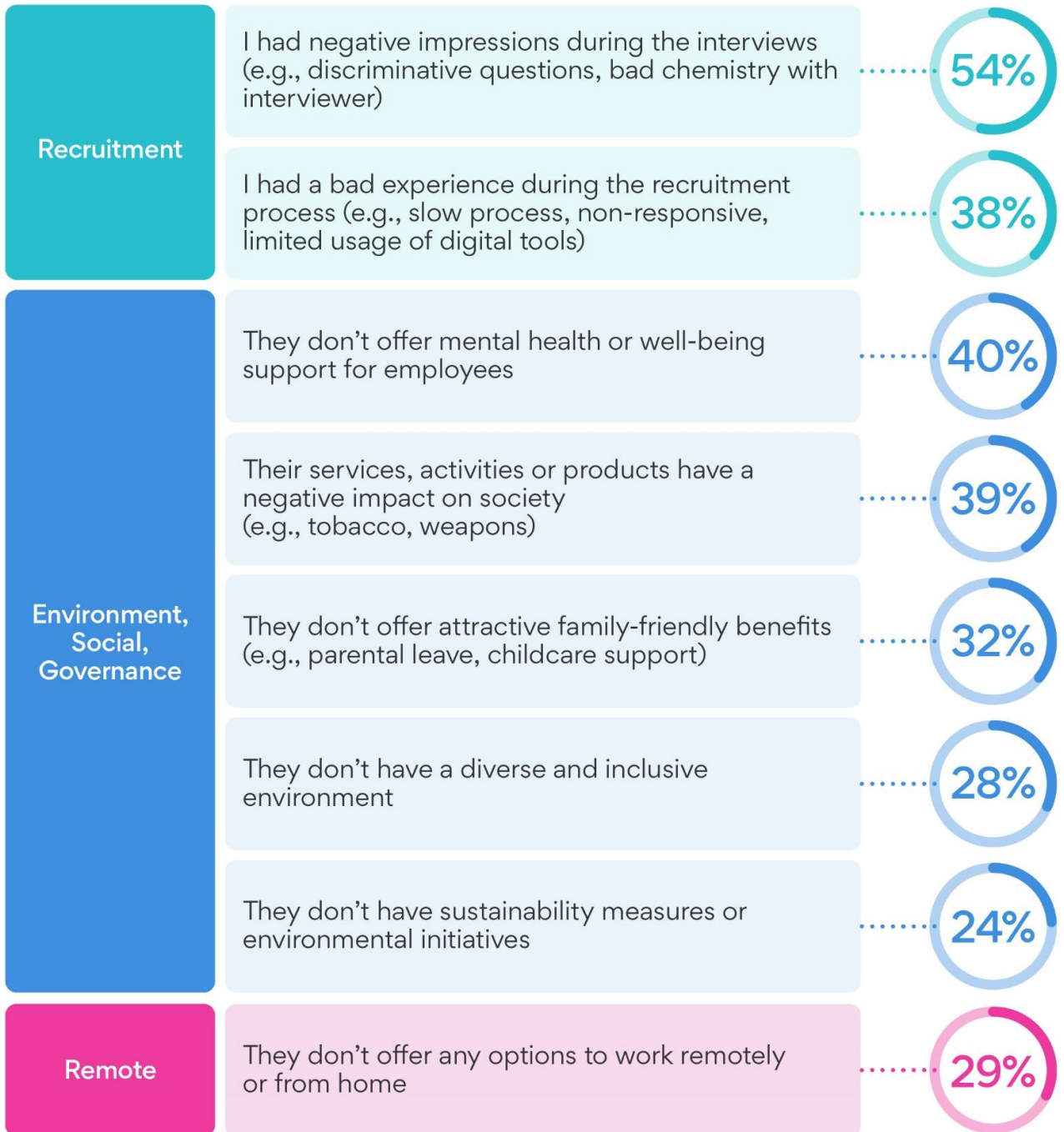
- **Being able to work remotely**

is not a dealbreaker in many regions, although it is still fairly important among Europeans. In past editions of Decoding Global Talent, workers expressed a strong preference for working in a hybrid mode when asked about their ideal working arrangements. They may still prefer to do so, but in most regions this is not a make-or-break consideration. Ultimately, values and the recruitment process seem to matter more.



Dealbreakers

Talent would refuse an attractive offer from an employer if...



GenAI's Impact in the Philippines

This section aims to address the following questions regarding the adoption of GenAI, its use cases across personal and work lives based on 6,498 respondents from the Philippines:

- 1 How often do Filipinos use GenAI?
- 2 How much exposure do various professions have with regular use of AI?
- 3 How do Filipinos use AI for their work?
- 4 How do Filipinos use AI in their personal lives?
- 5 How has the usage of GenAI helped Filipinos in their current work profiles?
- 6 How do Filipinos utilise the output generated by GenAI?
- 7 What are the challenges Filipinos face while using GenAI?
- 8 What resources do Filipinos need to better utilise GenAI?
- 9 What do Filipinos think about impact of GenAI on their job in the next 5 years?



SEA countries include respondents from Philippines, Hong Kong, Thailand, Philippines, Singapore, and Indonesia.

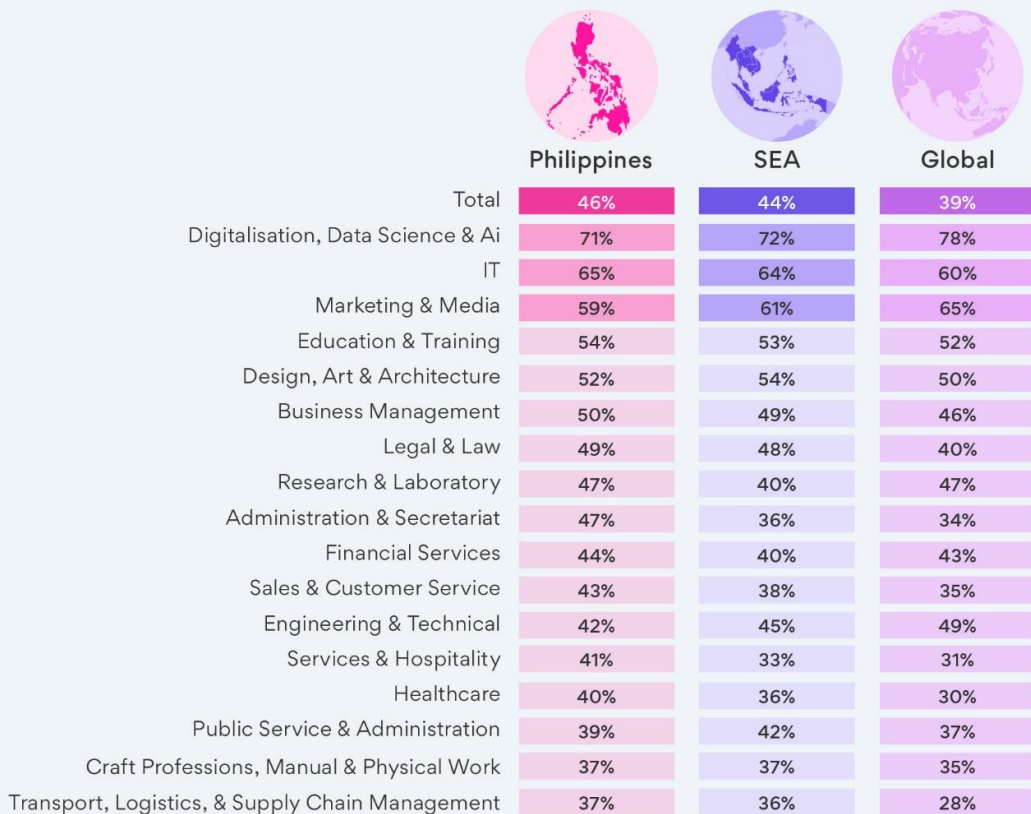
Use of GenAI in the Philippines

Since its dramatic debut in 2023, GenAI has seen rising adoption in the Philippines, with 60% of Filipinos trying it in their work or personal life.

46% use GenAI monthly, slightly exceeding the global average and above the Southeast Asian norm. This high adoption rate is driven by the country's ICT/AI R&D Roadmap (2020-2024), which focuses on developing the AI ecosystem and promoting its use across various sectors.

AI adoption in the Philippines varies significantly across different job roles. Digitalization, data science and AI are at the forefront, with adoption rates similar to those in Southeast Asia, though still lower than the global average. High adoption is also observed in IT, marketing and media, education and training, design, art and architecture. On the other hand, roles in transportation and crafting or physical work see slower adoption, possibly due to the nature of their work or the challenges they face in integrating AI.

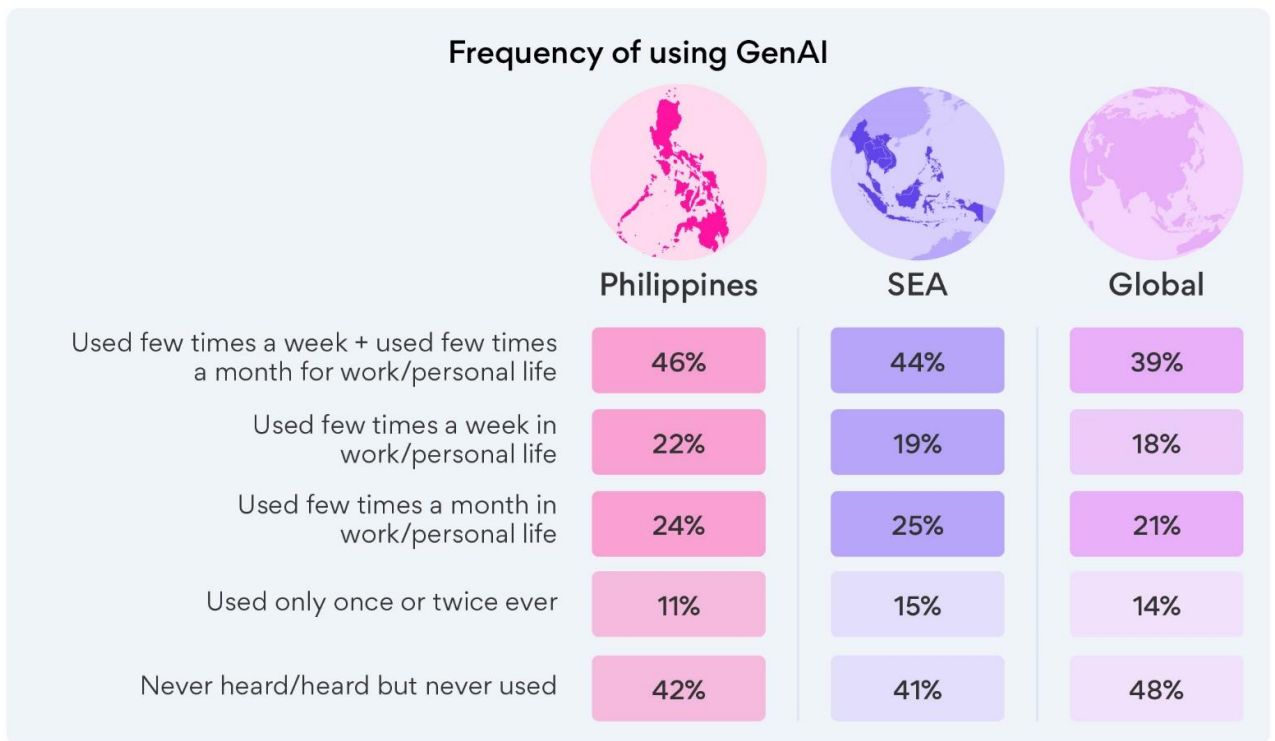
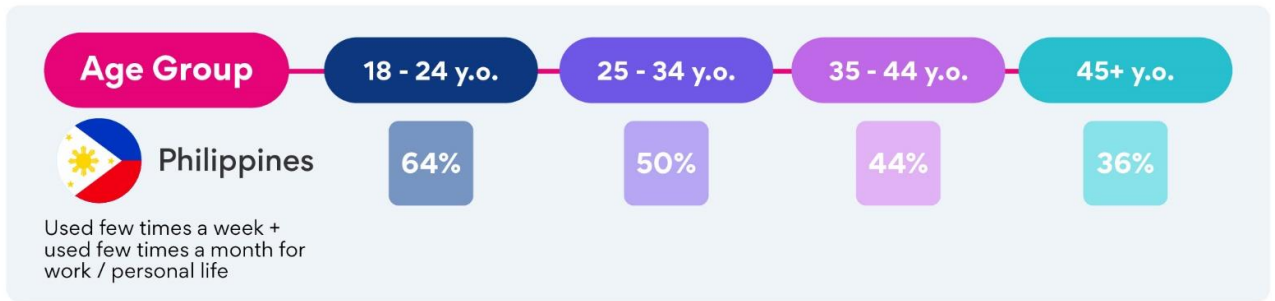
Frequency of using GenAI by job roles



*Adoption refers to regular users only.

Adoption Across Professions

However, the frequency of GenAI use varies significantly among age groups. Younger talent, aged 18-24, are nearly twice as likely to use GenAI regularly compared to those over 45, reflecting easier technology adoption amongst the youth. Despite these trends, 42% of Filipinos and 41% of Southeast Asians remain unfamiliar with GenAI, indicating significant potential for growth in awareness and

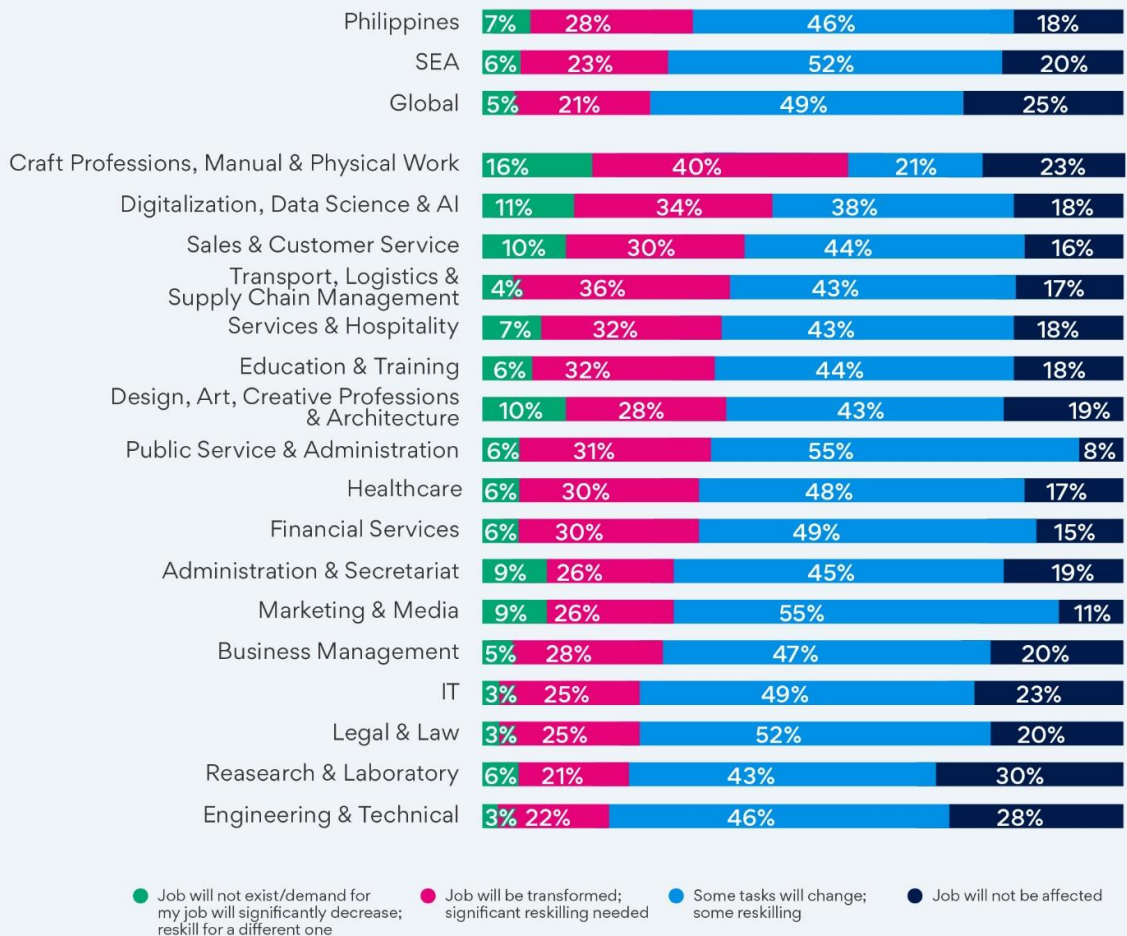


Impact of GenAI

One of the major concerns surrounding Generative AI in the Philippines is the potential impact on job security and the risk of displacement.

In the Philippines, 82% of those surveyed believe AI will change some aspects of their work, with 35% anticipating a major impact that could either eliminate or significantly transform their jobs. Despite lower AI adoption rates, talent in craft and physical work roles are the most concerned, with 56% expecting significant changes to their roles. This is followed by those in digitalization, data science, AI, sales and customer service. Conversely, talent in engineering and technical fields, as well as research and laboratory roles, are less worried, with 28% to 30% believing their jobs will remain unaffected. Despite these concerns, some adoption of GenAI has occurred in these job roles.

Perception of impact of GenAI on their jobs in the next 5 years



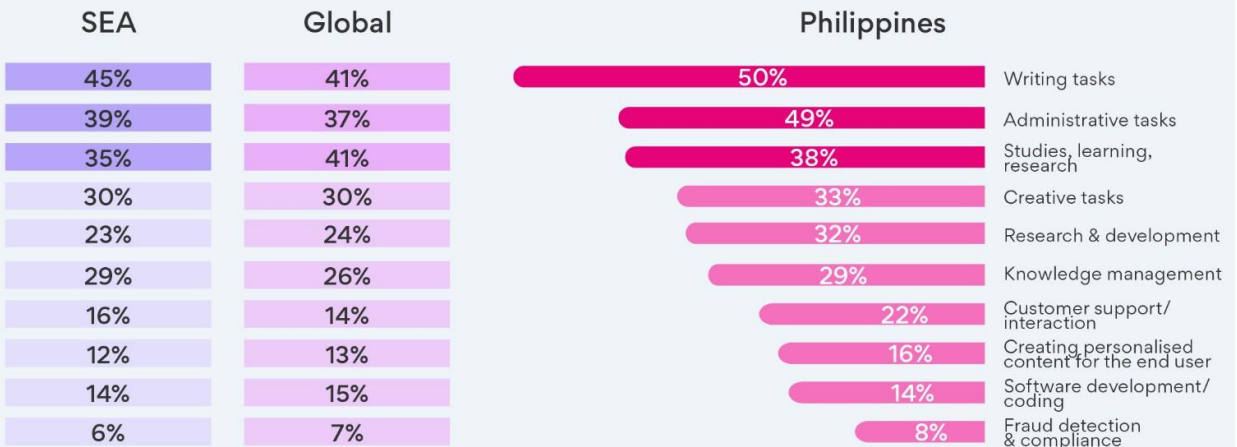
GenAI's Impact in the Philippines

GenAI Work/Personal Uses

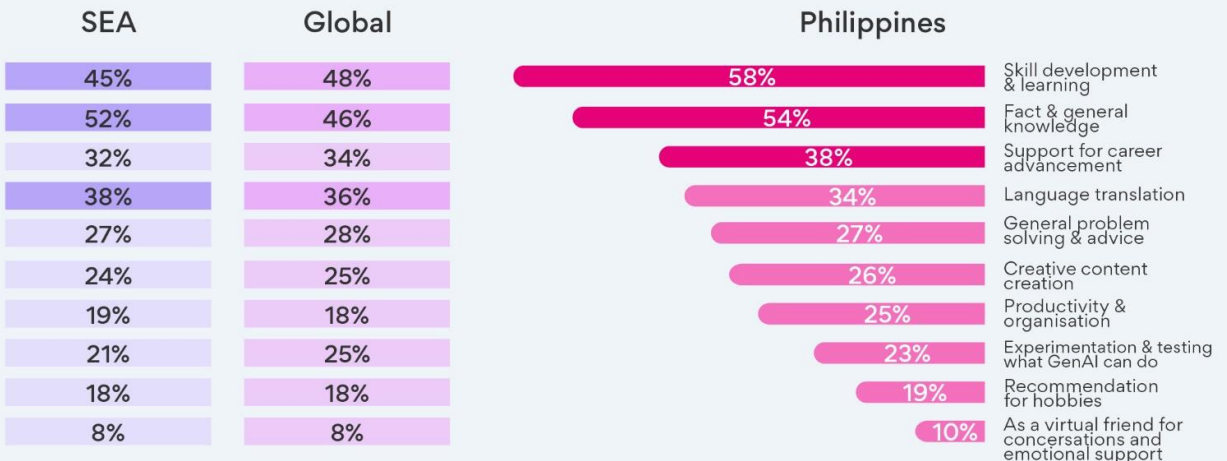
In the Philippines, the use of AI in the workplace aligns with global trends, with talent primarily leveraging it for writing, administrative duties, studies, learning and research at work. This usage pattern is similar to trends in Southeast Asia and globally, though AI is less frequently employed in fraud detection and compliance.

In their personal lives, Filipinos use GenAI mainly for skill development, learning, facts, general knowledge and career advancement. A unique aspect of GenAI usage in the Philippines is that more Filipinos rely on it for career advancement, productivity and organization support, more so than their peers in Southeast Asia and globally.

Usage of GenAI in work



Usage of GenAI in personal life



End Uses of GenAI

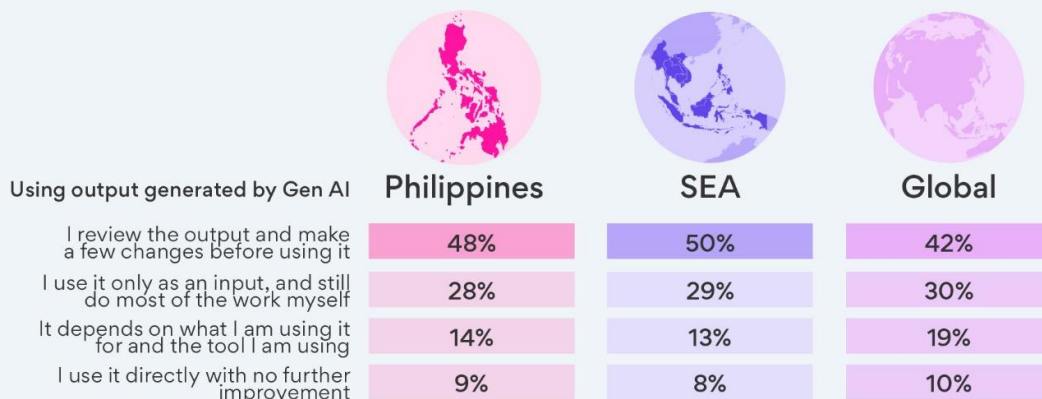
For Filipinos, the primary benefits of GenAI include reducing time spent on non-essential tasks and minimizing the risks of errors. Additionally, a notable number of Filipinos believe that GenAI enhances their ability to innovate at work.

When it comes to using GenAI outputs, about half of Filipinos typically review and modify the AI-generated content before applying it, slightly higher versus global where more people tend to use it directly without making improvements.

Usage of GenAI in current work profiles



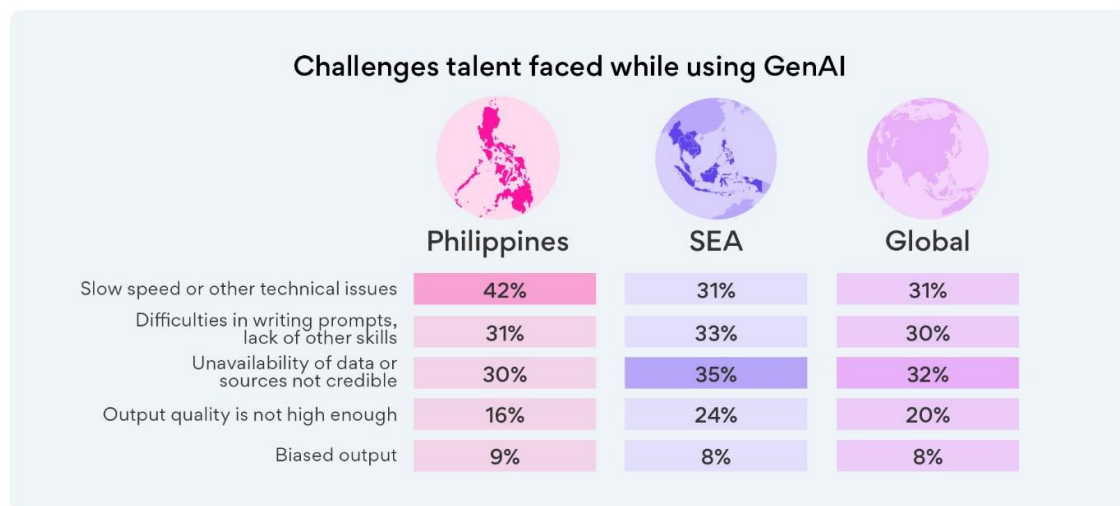
Utilization of the output generated by GenAI



Roadblocks in using GenAI

Filipinos express significant dissatisfaction with the slow speed and technical issues of GenAI tools, which can hinder their ability to use these tools effectively despite strong interest. Additionally, they face challenges in writing prompts and concerns about the availability and credibility of data.

As a result, many Filipinos are eager to identify the specific skills they need to improve their GenAI usage and are seeking better learning programs. This situation presents an opportunity for businesses or the government to offer targeted training and support to help them overcome these challenges, especially for job roles which are perceived to be impacted heavily by GenAI but facing barriers in adoption, such as craft professions, manual & physical work, sales & customer service and transport, logistics & supply chain management.



GenAI User Personas

Among the 46% of GenAI users in the Philippines, various personas emerge*.

The most common is the 'Colleague' group, which typically includes professionals aged 45 and older, often leaning towards IT roles. In contrast, 'Newcomer' personas are usually young professionals who are new to the workforce.

Overall, the Philippines has a higher proportion of expert users compared to the global average. These 'Colleague' and 'Expert' users engage with GenAI for complex tasks such as R&D, content personalization, exploring creative ideas and solving intricate problems.

*see page 12 of this report for persona definitions

Newcomer



Philippines

3%



SEA

5%



Global

5%

Characteristics:

Lean more towards 18 – 24 y.o. Uses AI output directly without any improvement.

Task Master



Philippines

9%



SEA

9%



Global

7%

Characteristics:

Lean more towards 45+ y.o., Administration and Secretariat. Review AI output and make a few changes before using it.

Colleague



Philippines

22%



SEA

20%



Global

17%

Characteristics:

Lean more towards 45+ y.o. IT job roles. Uses GenAI as input and still do most of the work themselves.

Expert



Philippines

12%



SEA

9%



Global

9%

Characteristics:

Lean more towards: 35 – 44 y.o. IT job roles. Review AI output and make a few changes before using it.

Reskilling and Learning in the Philippines

This section aims to address the following questions regarding the willingness and appetite to reskill, skills needed and methods based on 6,498 respondents from Philippines:

- 1 Would Filipinos retrain for a completely different job to stay competitive?
- 2 Which skills are Filipinos focusing on improving right now?
- 3 Which learning & development activities did Filipinos engage in during the year 2023?
- 4 What learning formats do Filipinos prefer for learning & development, and improving skills?
- 5 How much average time did Filipinos spend on learning & development activities in 2023?
- 6 How much time do Filipinos prefer to dedicate to learning in one sitting?

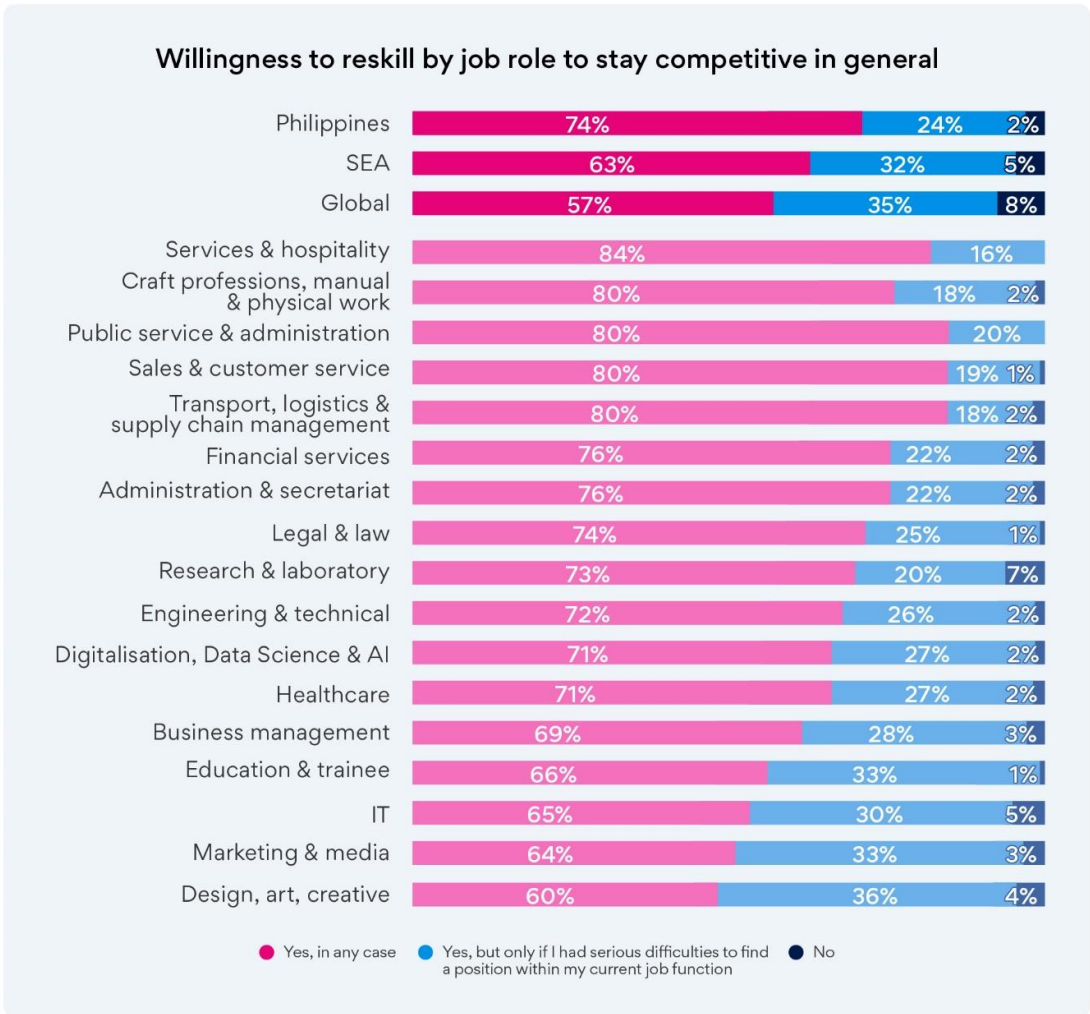


Willingness to Reskill

In the Philippines, over 70% of talent are eager to reskill to stay relevant during the AI revolution, while 24% would consider reskilling only if absolutely necessary. This contrasts with trends in Southeast Asia and globally, where talents are less inclined to reskill only when facing significant job challenges.

The services and hospitality sector stands out as the industry most willing to reskill or acquire new skills in any case, followed by professions in craft, physical work, administration, public service, sales, customer service and transportation. These roles are particularly aware of the potential disruptions AI could bring to their fields.

On the other hand, talent in design, art, creative fields and marketing and media are more likely to consider reskilling only if they encounter significant challenges in their jobs.



Skills Improvement

When it comes to current skill development priorities, most Filipinos focus on analytical skills and functional or job-specific skills as their top choices. Creativity and project management follow closely behind. These priorities generally align with those of Southeast Asian talent, except for basic digital skills, which hold a higher priority in the Philippines.

Skills that talent are focusing on improving now



Philippines



SEA

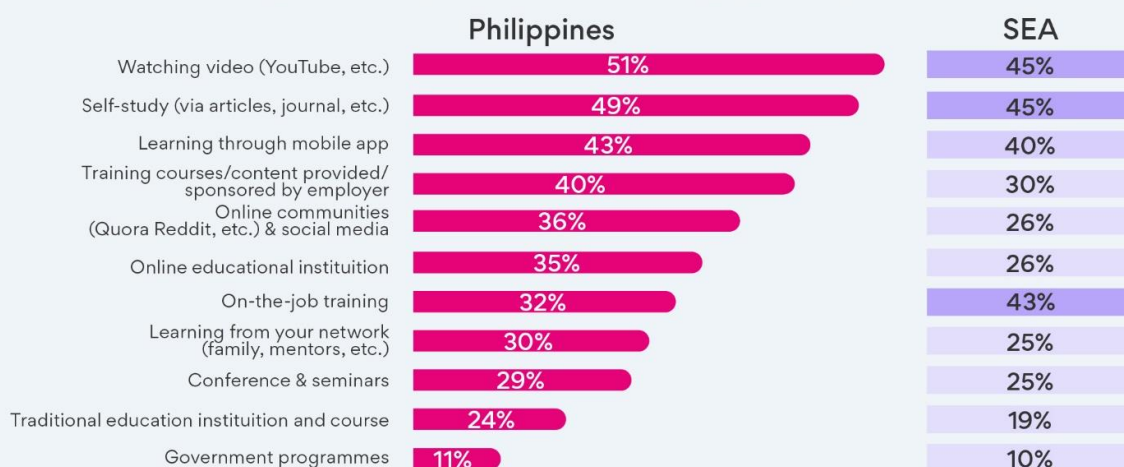
	Philippines	SEA
Analytical skills (e.g., critical thinking, ability to understand complex information, analysis and research)	52%	47%
Functional and job-specific skills (e.g., accounting, sales, finance, technical skills)	38%	34%
Creativity and innovation skills (e.g., idea generation, innovative problem solving)	32%	32%
Project management skills (e.g., planning, organisation, execution)	30%	27%
Basic digital skills (e.g., Microsoft Office, email, web search)	21%	17%
Advanced digital skills (e.g., software development, AI, coding)	19%	18%
Self-management skills (e.g., self-awareness, self-motivation, stress management, time management)	17%	16%
Language skills (e.g., learning a new language, improving proficiency)	13%	18%
Social and team skills (e.g., leadership, collaboration, communication, persuasion, listening)	13%	14%
Understanding new trends (e.g., in an industry of your choosing, sustainability, AI, advancements in science)	13%	15%
Adaptability skills (e.g., learning agility, resilience, managing change)	11%	10%
Investment skills (e.g., stock market, forex, crypto, etc.)	9%	11%
Operational and manual skills (e.g., ability to operate equipment, skilled trades such as plumbing, carpentry, welding, sewing)	6%	5%

Learning & Development

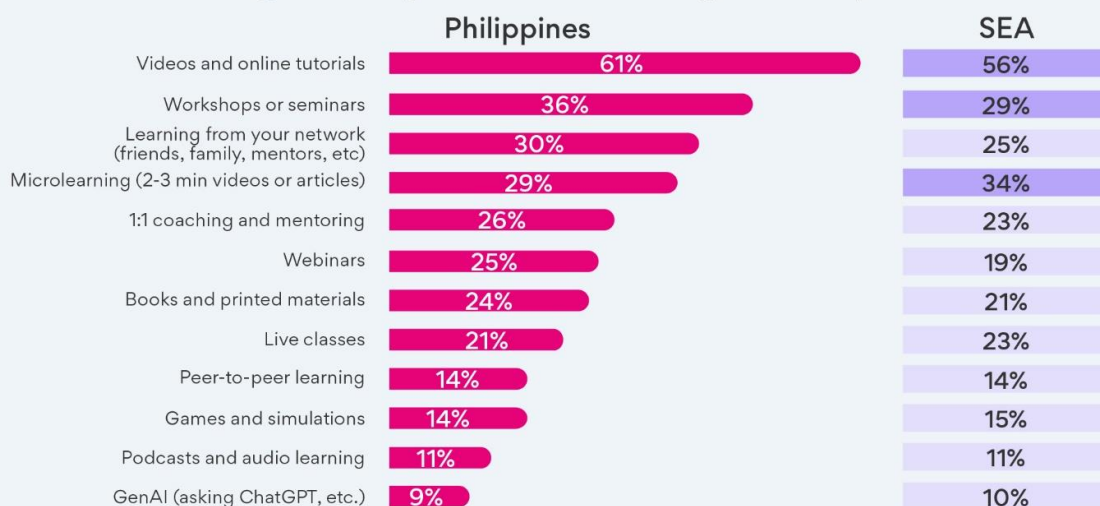
Similar to their peers in Southeast Asia, most Filipinos engage in learning through watching videos and self-study by reading materials. Filipinos show a strong eagerness to learn, with many participating in learning and development activities at a higher rate than their regional counterparts, though on-the-job training sees slightly lower participation.

When it comes to preferred training formats, both Filipino and Southeast Asian talent favor videos and online tutorials, workshops and seminars, as well as learning from their network, including family and friends.

Learning & development activities engaged in year 2023



Learning formats preferred for learning & development

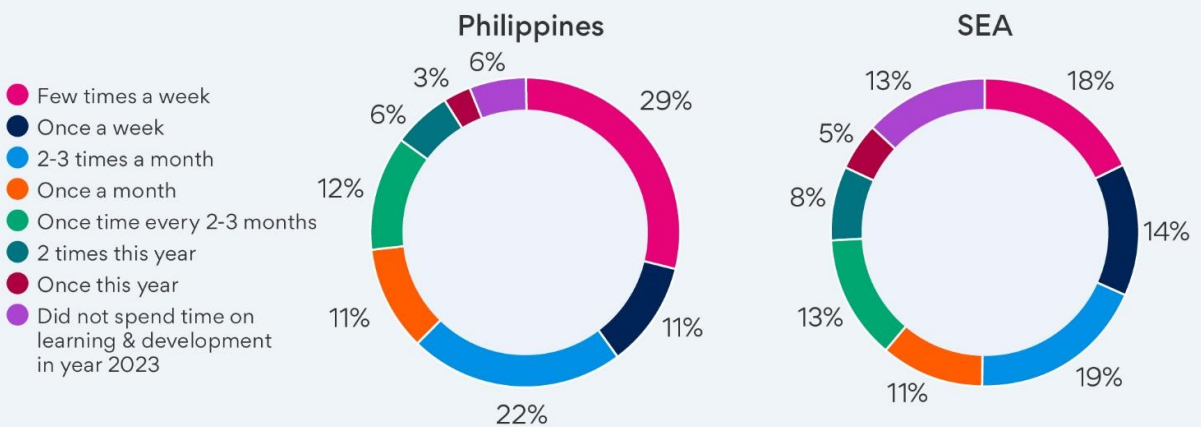


Time Spent and Preferences

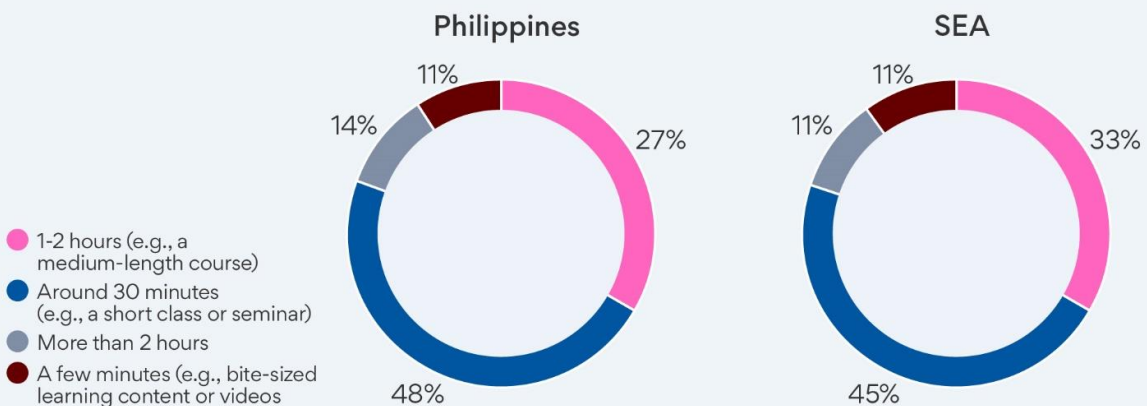
Filipinos are notably more dedicated to learning and development activities than their Southeast Asian counterparts. 40% of Filipinos spend time learning at least once a week, compared to 32% in SEA. Another 33% engage in learning on a monthly basis. Last year, only 6% of Filipinos did not participate in any learning activities, half the rate of 13% seen in SEA. Overall, it's encouraging to see that over 70% of Filipinos dedicate time to learning at least once a month.

When it comes to learning preferences, Filipinos prioritize making the most of their time. Most respondents from both regions prefer learning sessions that last between 30 minutes and two hours in a single sitting.

Average time spent on learning & development activities in 2023



Time preferred to dedicate to learning & development in one sitting



Work Preferences in the Philippines

This section aims to address the following questions regarding work preferences based on 6,498 respondents from Philippines:

- 1 How do Filipinos imagine their ideal career path to be?
- 2 What would be Filipinos' preferred working model in the future?
- 3 What would make Filipinos refuse an attractive job offer?

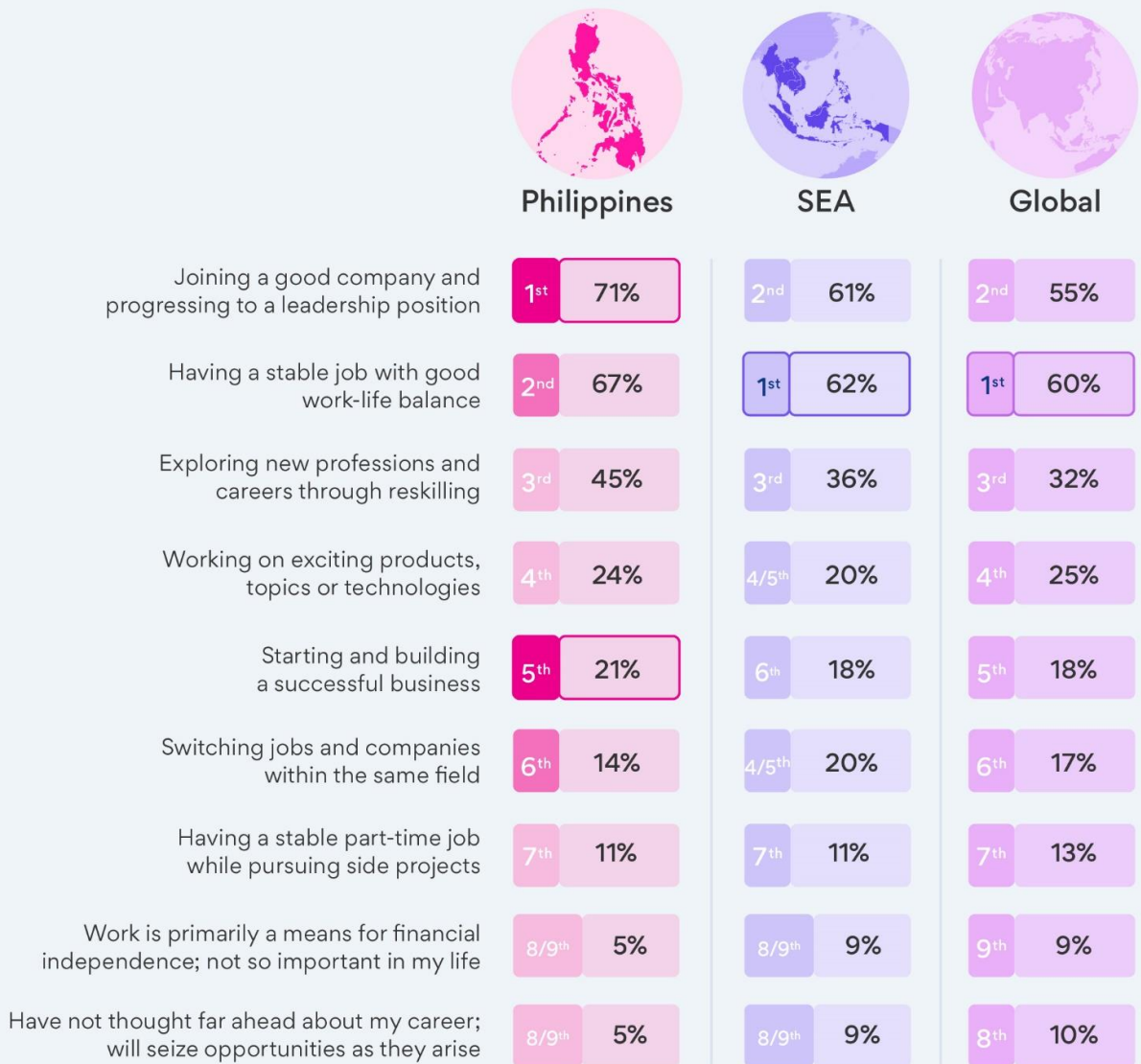


Work Preferences in the Philippines

Ideal Career Path

Filipinos primarily aspire to join reputable companies that offer opportunities for career progression to leadership roles. This is followed by a strong desire for stable jobs with good work-life balance and the chance to explore new professions through reskilling, a goal supported by the strong learning culture among the population. The remaining ideal career paths align closely with those in Southeast Asia and globally in terms of ranking.

Ideal Career Path amongst talent



● Higher rank vs. SEA / Global ● Lower rank vs SEA / Global

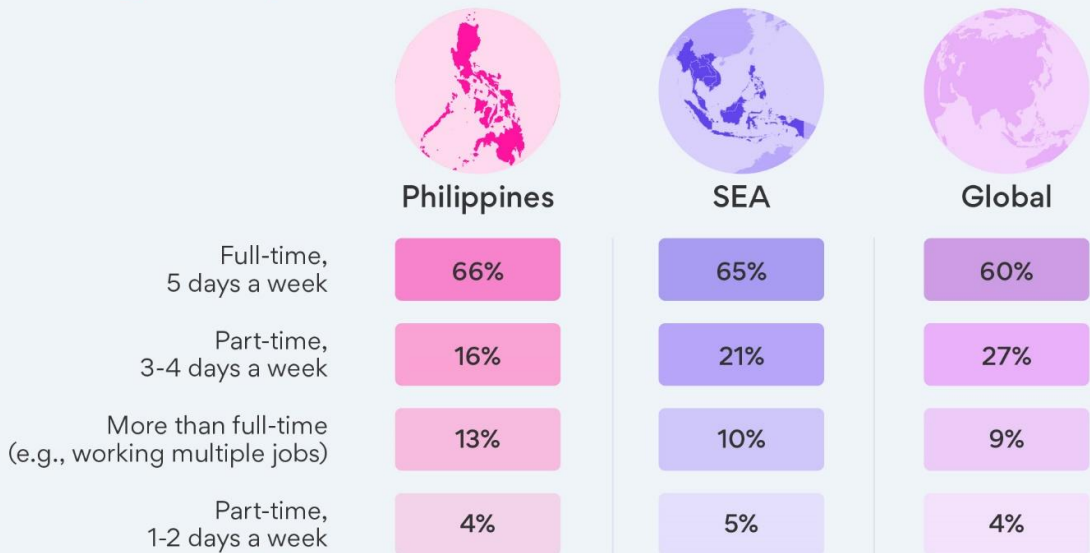
Work Preferences in the Philippines

Work Preferences

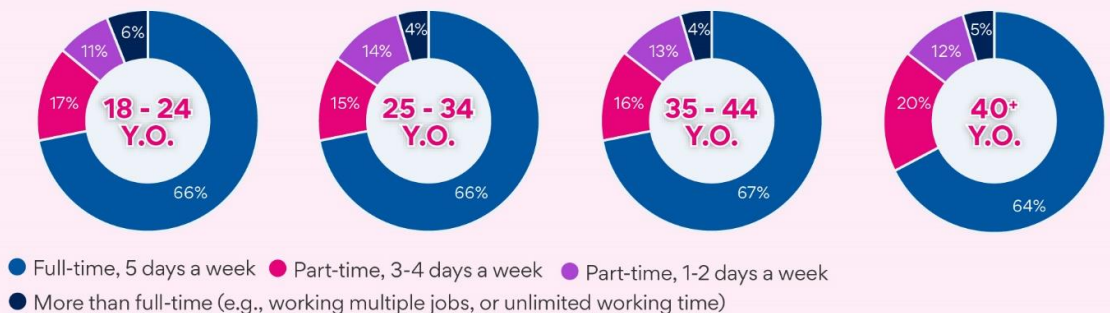
The majority of the Filipino workforce prefers a conventional full-time five-day work week. Interestingly, more Filipinos express a desire to work beyond full-time, often taking on multiple jobs—this is a higher rate than seen among their SEA and global counterparts. This trend leads to a lower preference for part-time jobs. Their preference for a more demanding work model aligns with their career aspirations of joining reputable companies, dedicating significant time to work and aiming for leadership positions.

Young professionals aged 18-24 show a slightly higher preference for part-time work, but as they gain experience, there's a shift towards working more than full-time. Those aged 45 and above tend to prefer part-time roles as they seek more stability and a better work-life balance.

Working model preferences



Working model preferences by age groups



Dealbreakers for Filipino Talent

Most Filipinos are likely to decline a job offer if they experience a negative recruitment process.

Negative impressions during interviews, such as being asked discriminatory questions or having poor chemistry with the interviewer, are significant concerns. They are also likely to reject offers from employers who are non-responsive or slow during the recruitment process.

The lack of flexible working options, whether remotely or from home, is another deterrent for some Filipinos—this concern is more pronounced compared to their SEA and global counterparts. In contrast, sustainability measures or environmental initiatives are considered a lower priority.

Reasons talent reject attractive job offer



Philippines



SEA



Global

Recruitment experience

I had negative impressions during the interview(s) (e.g., discriminative questions, bad chemistry with interviewer)

52%

55%

54%

I had a bad experience during recruitment process (e.g., slow process, non-responsive, limited usage of modern digital tools)

49%

41%

38%

Remote working options

They don't offer any options to work remotely or from home

47%

32%

29%

Environment, Social, and Governance

They don't offer attractive family-friendly benefits (e.g., parental leave, childcare support)

37%

38%

32%

Their services, activities or products have a negative impact on society (e.g., tobacco, weapons)

36%

36%

39%

They don't offer mental health or well-being support for employees

33%

42%

40%

They don't have a diverse and inclusive environment

28%

32%

28%

They don't have sustainability measures or environmental initiatives

17%

25%

24%

Conclusion & Recommendations



Conclusions & Recommendations

Key Insights: Philippines

While many global trends are relevant to Filipinos, there are distinct differences that set them apart.

GenAI Adoption: Growing Use with Persistent Challenges

In the Philippines, GenAI adoption is on the rise, with younger individuals and certain job roles showing particularly high adoption rates. However, a significant portion of the population remains unfamiliar with it.

- ✓ **Growing Adoption:** 46% of Filipinos use GenAI monthly.
- ✓ **Job Role Variation:** Highest adoption in digitalization, data science & AI, IT and marketing & media.
- ✓ **Work Application:** Writing, administrative tasks, studies, learning & research at work
- ✓ **Key Benefits:** Time-saving, error reduction, and innovation
- ✓ **Challenges:** Slow tool performance, difficulties in prompt creation and a strong need for better training and skills development
- ✓ **Job Security Concerns:** 35% fear significant job changes such as craft professions, manual & physical work, digitalization, data science & AI and sales & customer service.

Reskilling: High Proactivity and Learning Engagement

The workforce in the Philippines is aware of the need for reskilling due to AI advancements, but they are more likely to reskill only if their job roles are under a huge threat such as not being able to find a new job.

- ✓ **Reskilling Readiness:** 74% are proactive about reskilling in response to the potential impact of AI
- ✓ **Job Roles Priorities:** Higher interest in services, hospitality and physical work. Sectors such as design and creative fields are more hesitant to reskill unless faced with significant job challenges.
- ✓ **Top Skills Priorities:** Analytical skills, functional and job-specific skills, creativity, and project management
- ✓ **Learning Commitment:** 40% engage in learning activities weekly, 33% monthly, higher participation than in Southeast Asia
- ✓ **Preferred Methods:** Watching videos, self-study, with sessions typically lasting 30 minutes to two hours

Key Insights: Philippines

Career Aspirations: Stability, Leadership, and Flexibility

Philippines professionals prioritise career progression and work-life balance, aligning with global trends. They are interested in reskilling for new careers but less inclined towards stable part-time work.

- ✓ **Job Preferences:** Favor a conventional full-time, five-day work week and are more inclined to take on multiple full-time jobs rather than part-time roles.
- ✓ **Recruitment Considerations:** Negative recruitment experiences such as discriminatory questions or poor communication
- ✓ **Importance of Flexibility:** High demand for flexible working options, a stronger concern than in SEA and globally
- ✓ **Lower Priority:** Sustainability measures and environmental initiatives

In the next pages, our report lays out detailed findings on the priorities and preferences of workers in the Philippines, complete with recommendations for employers on how to attract and retain workers during periods of change.



Recommendations for Filipino Employers



Focus on employee experience and make it count

Committing to an existing or new employer is a decision that workers won't make lightly, particularly during periods of change. Employers can gain an advantage in the race for talent by maintaining a workplace that provides a sense of security, good work-life balance, strong relationships, and opportunities for development. To fill talent gaps, employers can optimize the talent cycle—from anticipating talent needs to attracting, developing, and engaging suitable talent.

1 ANTICIPATING TALENT NEEDS



Forecast the impact of technology on the organization's workforce.

A critical task for employers involves quantifying how new technologies will impact their need for workers and skills—and how that demand will extend across organizations and industries, thus affecting the competition for talent.

Organizations can benefit from treating strategic workforce planning as a regular process. As part of that planning, they should assess which tasks are most likely to be automated, identify skills that may become outdated or emerge, and evaluate the capabilities that will be needed in the future. Additionally, they should also take into account the effects of regulatory changes and technology improvements.

The next step is to compare their assessment of employment demand with a forecast of talent supply, considering retirement ages and turnover. Supply-and-demand forecasts should extend across a period of three to five years. Understanding the gaps uncovered through this analytical process will help guide appropriate reskilling strategies.

Recommendations for Filipino Employers



Shift to skills-based human resource management.

A static college degree seems less relevant in an environment where rapid technological change requires employees to dynamically acquire new and evolving skills. Hiring and promoting on the basis of skills—as opposed to degrees, university prestige, or years of experience—will unlock a larger and more diverse talent pool, enabling employers to fill workforce gaps more creatively. This also includes recruiting from new countries. As our Decoding Global Talent series has shown, people in emerging economies are highly mobile, ready to learn, and comfortable with new technologies. Their skills and potential make them a great option for filling workforce gaps in aging and shrinking economies.

The paper ceiling is eroding slowly. Implementing skills-based hiring means fundamentally rethinking how to define talent. Organizations must adopt a new approach to collecting and interpreting data about people’s skills—one that encourages recruiters and managers to look beyond degrees and formal qualifications. In many instances, this effort will entail a major shift in organizational culture.



Recommendations for Filipino Employers

2 ATTRACTING TALENT



Know who to target and how to customize offers.

When it comes to the employee value proposition, one size does not fit all. The workplace attributes that people value most vary considerably depending on age, region, job role, and so on.

Employers can segment these priorities into personas with distinctive needs, differentiated employee value propositions, and customized recruitment journeys. It may be helpful to think of potential employees as customers, understanding the needs of different segments and adjusting the recruitment approach accordingly. By gathering data from various sources (research on talent trends, surveys of new hires, and focus groups, for example), employers can shape talent personas (senior professionals with high expectations, for example, or young digital experts) and then reimagine the recruitment journey to make it optimally attractive to each persona.

Employers can also identify and emphasize the characteristics that make their organization unique and that match the expectations of their target segments. Salary is important, of course, but it isn't everything. Employers that can't compete on financials can still win over talent with opportunities for learning, good relationships at work, a healthy work-life balance, or positive societal impact. Showcasing AI readiness can be another point of attraction for talent, as a study by The Stepstone Group has shown.



Modernize and personalize recruitment.

The recruitment process matters to workers. Ensuring a responsive, smooth, fair process is essential, and technology can help if used properly. As The Stepstone Group has reported, companies and job boards are already augmenting traditional recruitment processes with AI, such as in creating job posts, personalizing applications for specific jobs, and handling intelligent interview scheduling. AI can also help to enhance communication with candidates by providing timely, context-specific updates throughout the recruitment process to keep candidates informed and engaged.

Recommendations for Filipino Employers

Attracting talent is an increasingly demanding task, but automation could save recruiters 10 to 12 hours weekly, according to a recent study by The Stepstone Group. Organizations can use GenAI tools to improve the efficiency of the hiring process so that candidates and employers can focus on the human interaction. A BCG research has shown that personal contact remains imperative. Jobseekers want to judge an organization's culture when talking to interviewers, and they want to test shared values and chemistry with their prospective managers throughout the interview process.

3 DEVELOPING TALENT



Shift from traditional training to strategic skilling.

Faced with rapid advances in technology, shortages of talent, and major changes in the way people work, employers must shift from traditional training methods to strategic upskilling and reskilling. Recent research by BCG and Harvard Business Review found that five paradigm shifts are necessary for such a change. These include ensuring that skilling programs closely align with business goals, that business leaders (besides HR) champion them, and that the organization provides various incentives and enablers for program participants and their managers.

Organizations must also shift the narrative from “learning as an expense” to “skill building as an investment” and ensure that employees can take sufficient time to pursue needed learning. Organizations that embrace this new approach to skilling will win the allegiance of employees who seek job security and opportunities for learning and development. Employers do not have to do this alone: they can collaborate with educational institutions, other employers, trade unions, and other stakeholders to build and run such programs.

Recommendations for Filipino Employers



Enhance GenAI adoption at work.

Although many workers are experimenting with GenAI, fewer are truly adopting it. This situation seems to be especially common in Western markets, which trail emerging economies in the use of GenAI. To capture the full value of GenAI, more workers should be able to use the technology for advanced tasks that have a real impact on their work.

Organizations can adopt several practices to support this shift. Employers could start by showcasing the benefits and potential use cases of AI. Then, as our respondents mentioned, workers need to know what skills they should learn. Guided learning platforms can provide personalized, relevant training customized to individual employees. Employees also need high-quality learning programs, ideally integrated into their workflow, with real-life examples and applications. Finally, strong leadership support is critical to inspire adoption—it's the key people-related factor that differentiates top performers in GenAI.



Recommendations for Filipino Employers

4 ENGAGING TALENT



Help employees process and manage uncertainty.

Doing so starts with fostering open and transparent communication about the company's future and the likely impact of technology and other megatrends. They should engage employees in discussions and planning.

To retain and optimally leverage talent, and to give employees a long-term perspective on their careers, organizations can establish a robust internal job mobility system. By proactively identifying and training employees for relevant future roles, companies can reassure employees about their future within the organization. Finally, services to support mental health and well-being are an increasingly important and clearly articulated need of workers; the lack of such services is the second-most frequently-cited dealbreaker in our research. Access to professionals and personalized content on topics such as stress management, psychological safety, and emotional well-being shouldn't be seen as merely a "nice to have" anymore.



Help people find joy in their work.

People care a lot about work-life balance, relationships, and working for an employer that has a positive impact on society. Employees who enjoy their work are 49% less likely to seek new employment than those who don't. If used judiciously, GenAI can help, improving workloads and engagement by automating nonessential tasks and thereby enabling people to reallocate their time toward more satisfying and meaningful activities. Of course, technology alone can't optimize a company's culture. Establishing flexible policies on working hours and having managers who support a healthy work-life balance, promote learning and development, and foster good relationships at work are equally critical.



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