



# VIETNAM

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AOTS Training – Dec 2023



# VIETNAM

## About myself

Nguyen Thi Thu Huong

HR DIRECTOR



- *Develop and monitor overall HR strategies*
- *Talent acquisition and retention*
- *Total reward and performance appraisal for high performance*
- *Training & Development*
- *International Communication & Employer Branding*

## About my company

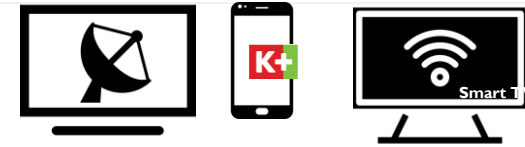


INDUSTRY Media Entertainment – Pay TV

FOUNDED 2009

BUSINESS MODEL  & 

PLATFORMS



STAFF: 400 staff



# CURRENT STATUS OF THE LABOR MARKET

## **Vietnam's global talent competitiveness index: 75/134 countries**

*Source: The Global Talent Competitiveness Index, 2023*

## **Resources are both redundant and lacking:-**

- *11.6% of the labor force is highly skilled*
- *5% of the workforce is proficient in English*

## **The Covid-19 epidemic has caused:**

- *> 34 % of businesses is now applying remote working/hybrid*
- *> 70 % of businesses must promote digital transformation*
- *> 50% must promote automation.*

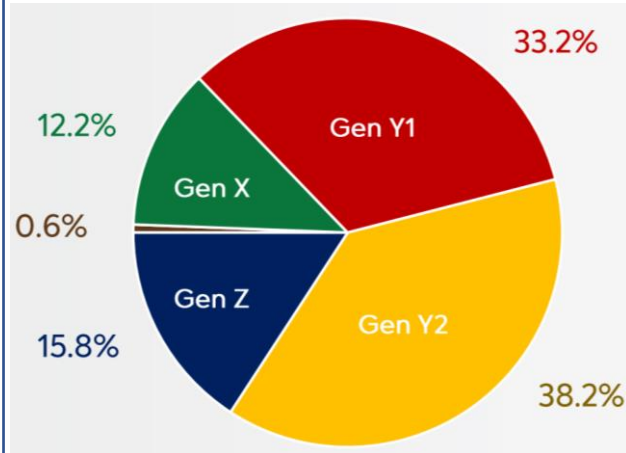
## **Until 2025:**

- *Millions jobs will be eliminated,*
- *Millions new jobs were created*
- *> 50% of workers need retraining (reskilling and upskilling).*

*Source: Total Workforce Index– 2021 Vision*

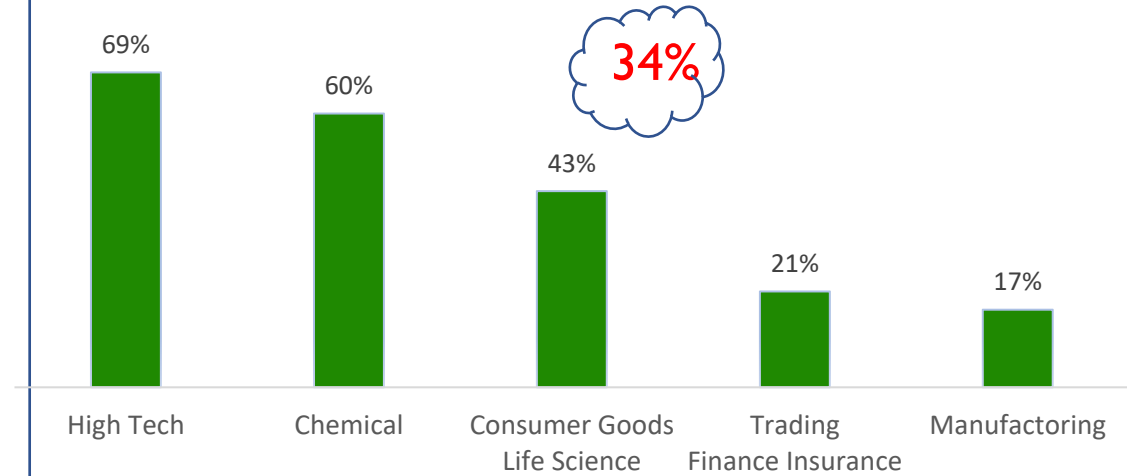
# VIETNAM LABOR MARKET

## WORKFORCE STRUCTURE

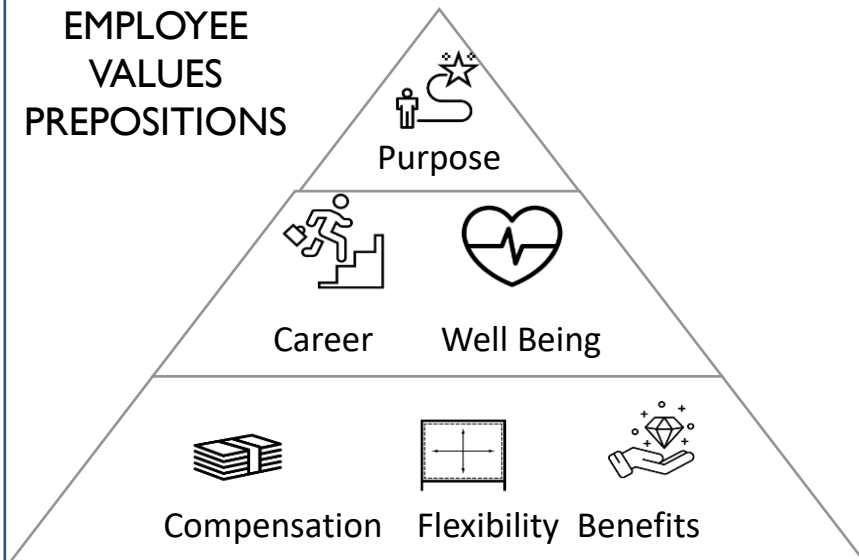


Gen Z: from 97  
 Gen Y1: 90-96  
 Gen Y2: 81-89  
 Gen X: 65-80  
 Baby Boomers:  
 >1965

## HYBRID WORKING



## EMPLOYEE VALUES PREPOSITIONS



## TOP 3 TO ATTRACT TALENTS

- 1. 68%**  
Better pay or benefits
- 2. 53%**  
Better flexibility/Life-work balance
- 3. 38%**  
More convenient location



## FOOD FOR THOUGHTS

- **Challenges:** new generation, new way of work & different needs, new skills & more competitive
- Pay is not **EVERYTHING**, pay is the **FIRST** thing

Source: Mercer 2022

# VIETNAM LABOR MARKET

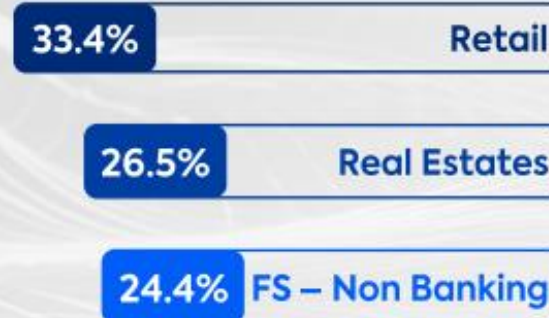
## VOLUNTARY STAFF TURNOVER TREND



### TOP 3 HOT JOBS:

1. SALES MARKETING,
2. INFORMATION TECHNOLOGY
3. ENGINEERING

## TOP 3



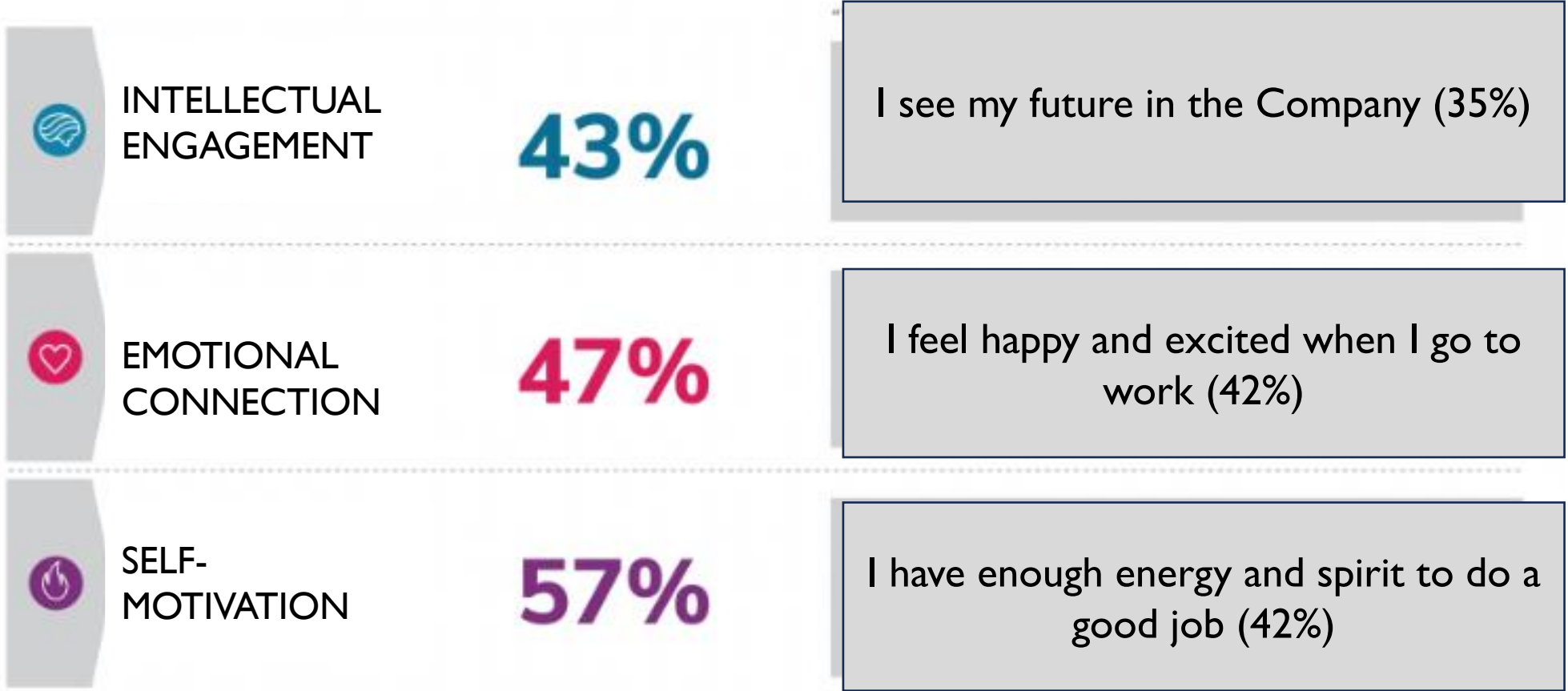
## BOTTOM 3



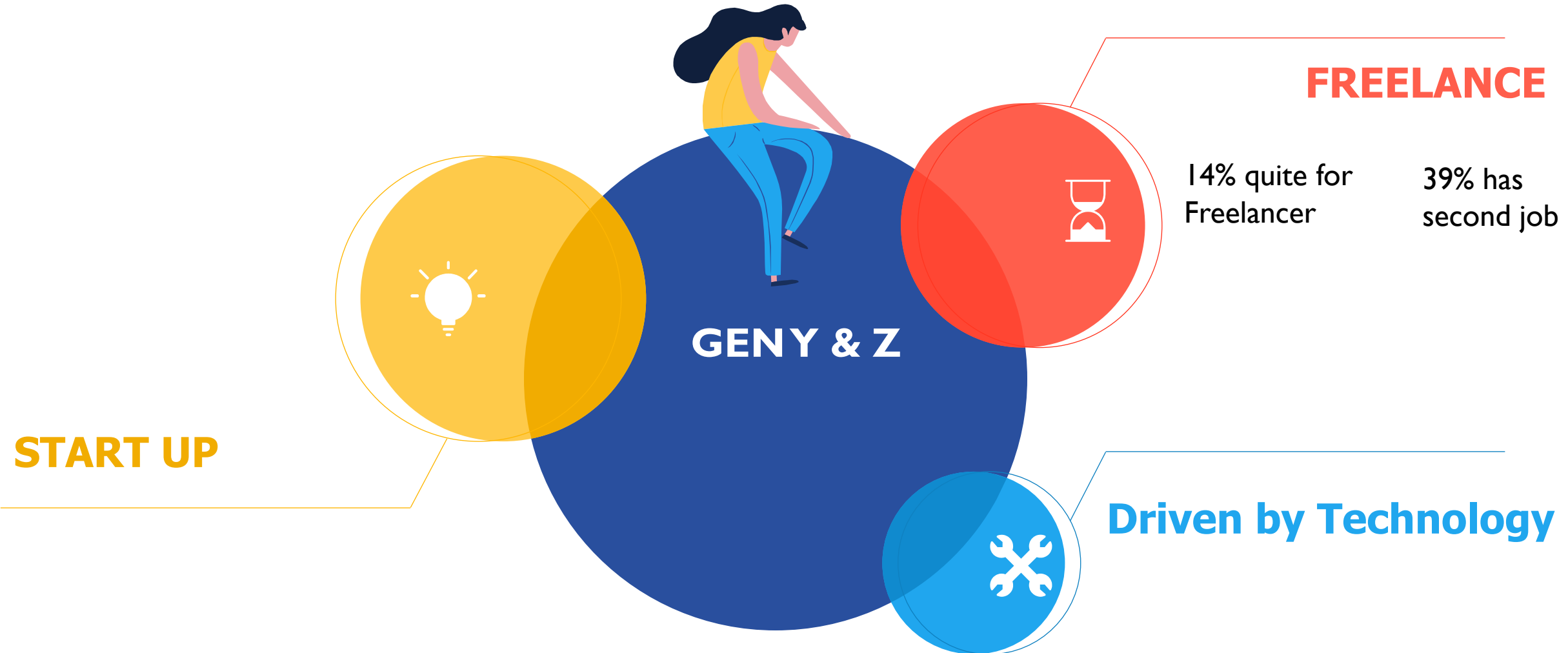
Source: Mercer 2022

# ENGAGEMENT

POST-COVID, EMPLOYEE ENGAGEMENT AND MOTIVATION ARE **AT THE LOWEST LEVEL**



# 3 HR TRENDS DRIVEN BY GENERATION Z





# OUR COMPANY 2024 CHALLENGES

1

## BUSINESS CHALLENGES

- HIGH COMPETITION  
LOW APRU
- DIGITAL SWAP - DTH  
GOING DOWN
- B2B vs B2C
- HIGH PIRACY
- STILL LOOKING FOR  
STABLE PORFOLIO  
DEVELOPMENT &  
PROFITABILITY

2

## ORG & PEOPLE EFFECTIVENESS

- LEAN ORGNISATION vs  
MORE PROJECTS
- LOW PERFORMANCE  
MNG
- LEADERSHIP  
EFFECTIVENENSS
- SUCCESSION  
DEVELOPMENT



3

## TALENTS ATTRACTION

- NEW SKILLS REQUIRED
- MORE COMPETITIVE
- ENGAGEMENT FOR YOUNG  
TALENTS



4

## EMPLOYEE EXPERIENCE

- HYBRID WORKING
- FLEXIBLE BENEFITS
- SHARING CORPORATE  
SOCIAL RESPONSIBILITY







THANK YOU!

