

# 2026 and Beyond: Leading the way in Talent Attraction and Retention

## AT A GLANCE

## SINGAPORE CONSTRUCTION DEMAND OUTLOOK



**\$47 - \$53  
billion**

Expected 2026 Forecast  
(nominal terms)

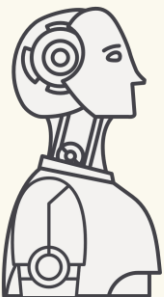
**\$39 - \$46  
billion**

Medium-term Outlook  
(2027 - 2030)

Strong growth trajectory in the built environment (BE) sector presents us with both challenges and opportunities. → [Prospects 2026](#)

*Learn more on the key trends and priorities where opportunities are emerging...*

## What is trending?



**Technology<sup>1</sup>:** AI, information processing technologies, robotics and automation are transforming work.

**56%**

employees would need  
upskilling / redeployment

**70%**

work to be delivered by technology, or  
combination of human and technology

**Talent<sup>2</sup>:** Multi-generational employees are reshaping workplace expectations. They value purposeful work, sense of belonging, and career progression.

**79%**

align with their employers' social, environmental values and purpose

**89%**

want their workplace to feel like a community

**75%**

say training and development matters in their current or future job



<sup>1</sup> Insights and data extracted from *World Economic Forum, The Future of Jobs Report 2025*

<sup>2</sup> Insights and data extracted from *Randstad, 2025 Workmonitor and Randstad, 2025 Employer Brand Insights*

# What to prioritise in 2026?

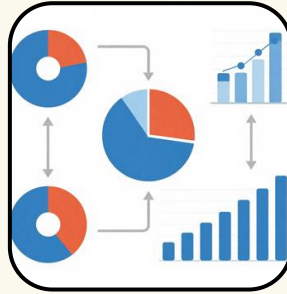
## HR as Strategic Partner

### Grooming Strong CHROs



#### Build Business Skills

Enhance business acumen, strategic thinking, and stakeholder influence for effective HR leadership.



#### Foster Digital Fluency

Embrace digital tools for enhanced HR performance.

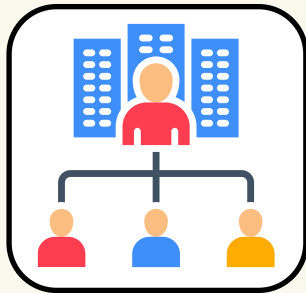


#### Automate Administrative Tasks

Implement technology to focus on strategic HR initiatives.

## Workforce Transformation

### Building Organisational and Workforce Readiness



#### Align Organisational Structure

Build agile, cross-functional teams with clear accountability to support strategic outcomes.



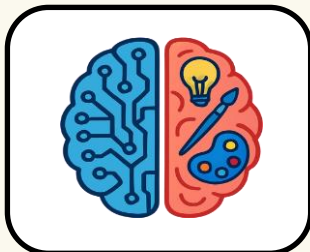
#### Redesign Work Processes

Optimise human and technological capabilities through seamless collaboration.



#### Revise Career Pathways

Develop competency-based frameworks for cross-functional mobility and diverse skills recognition.



#### Develop Technological and Human-Centred Skills

Build digital literacy, emotional intelligence, creative thinking, and collaboration skills through personalised learning.



#### Strengthen Leadership Pipeline

Identify talent and build change champion networks through development programmes.

Insights on shaping the BE workforce of the future

[Click to view the video](#)

**MERCER**  
A MARSH BUSINESS

  
**TalentKraft**

Key strategies on talent retention

[Click to view the video](#)

# What to prioritise in 2026?

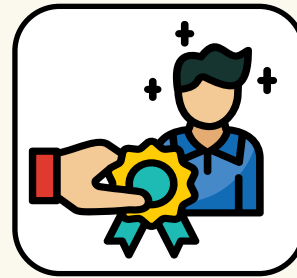
## Positive Workplace Culture

Creating Meaningful Connections and Shared Motivation



### Develop Sense of Community

Foster open communication and build genuine connection for a supportive environment.



### Value Achievements

Recognise contributions and achievements to motivate employees.

## BE CARE Charter

Fostering Collaboration and Well-Being to provide Supportive Work Environment



### Openness and Respect

Foster psychological safety and mutual respect to create an environment where all team members feel valued, heard, and supported at work.

### Smart Meetings and Communications

Optimise meeting and communication practices to enhance clarity and ensure everyone's time and energy are respected and well-utilised.



### Respect Rest Periods

Protect and prioritise rest, recovery, and personal boundaries to maintain sustainable work practices that support long-term mental and physical health.

# Let's hear from BE Leaders that had shared at our HR Forum!



## Wee Hur Construction Pte Ltd

*“Taking the first step in HR transformation”*



Mr Andy Lu  
CEO

### Why do we choose to do it

- **People is our asset**, and we recognise the need to better support and develop them through **strategic HR practices**

### What we did

- **Embedded data collection practices across key HR functions**, which include referral programme, salary benchmarking, and performance management system to accelerate continuous improvement through data-driven insights
- **Enhanced employee experience** by transiting administrative HR to strategic partnership to foster collaboration, engagement, and workforce planning

### Outcomes Achieved

- ✓ Improved decision making with data
- ✓ Reallocated 30% time for higher value work, with cost savings per year

[Click to view the video](#)



Mr Shane Shi  
Managing Director

**HSC**  
*Pipeline Engineering*

## HSC Pipeline Engineering Pte Ltd

*“Reinventing the employer branding”*

### Outcomes Achieved

- ✓ 97% proud to be working at HSC
- ✓ 2 out of 3 do not see themselves leaving in the next year

### What we did

- **Aligned our strategies with the organisation's key principles** – ‘working smarter, not harder’ and ‘uncompromising commitment to safety’
- Understand our systems, multi-generational employees, and their expectations to **shift towards people-centric and strategic-focus**
- Reinvent our brand through **employee experience and social media strategy**

[Click to view the video](#)

Let's learn more on how organisations foster workplace well-being through BE CARE Charter!



“ At GuocoLand, we believe that our consultants are important partners and cultivating strong relationships with them is integral to the success of our developments. Implementing the BE CARE Charter will help us take further steps toward strengthening workplace culture at our sites. ”

Ms Jane Ong, Contracts & Procurement Director



“ United Tec is committed to protecting the safety, health, and well-being of our workforce. ”

Mr Allan Tan, Managing Director



→ Full article [here](#). Read on to find out more.

## Start Your Organisation's Transformation Journey



Learn more on the key recommendations in the Taskforce Report



Access practical tools to uplift your HR practices - from diagnostic tool, consultancy to implementation



Share your thoughts to better shape and scope the content / format for future editions