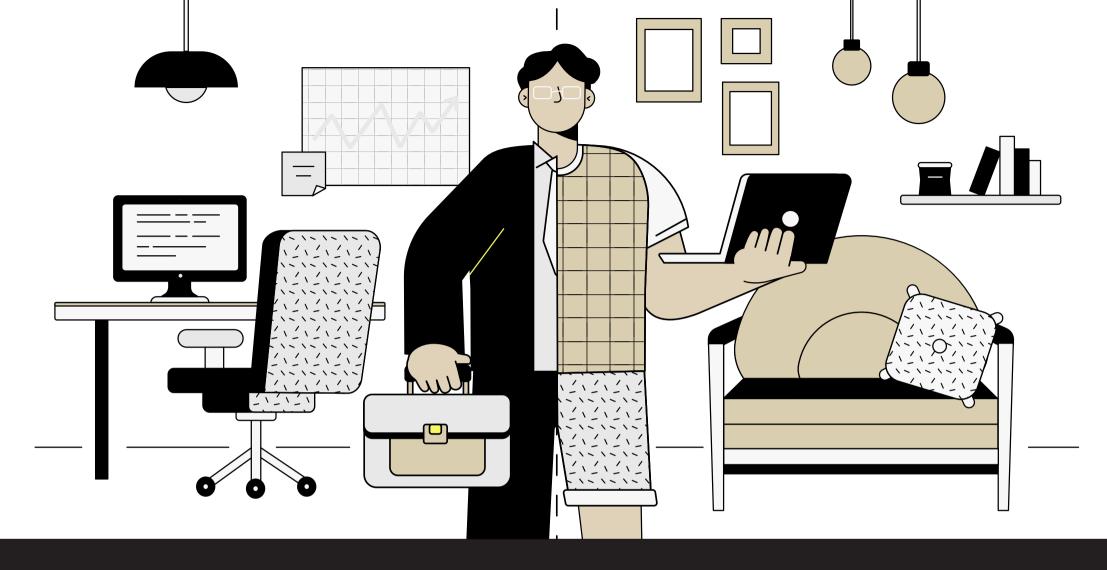


REIMAGINING LEADERSHIP IN A HYBRID WORLD

India

This Country Report should be evaluated in conjunction with the WORK 3.0 Asia Pacific research study published and released on Nov 17, 2022.



WORK 3.0 REIMAGINING LEADERSHIP IN A HYBRID WORLD, ASIA-PACIFIC STUDY

RESEARCH PARTNERS:































WORK 3.0

REIMAGINING LEADERSHIP IN A HYBRID WORLD, ASIA-PACIFIC STUDY



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Scan this QR Code below to access the full report.



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EXECUTIVE SUMMARY











1. EMPLOYEES WANT MORE FROM WORK.

Owing to the disruption that the world has gone through, stakeholders have heightened expectations from corporations.

Employees are seeking incremental meaning from their work, higher flexibility, and a better "quality" of life.

Dissatisfaction around such asks is partially manifesting in "the Great Resignation," "Antiwork," or "Lying Flat" movements across the world.



3. ORGANIZATION CONTEXT DICTATES VIABILITY & VERSION OF HYBRID MODEL.

Different versions of hybrid work for different organizations.

The discretion that employees have around workplace depends on several variables.

Organization culture, type of work, leader level, leader age/generation, and national culture are some variables that dictate the viability of hybrid and flexibility that employees can have if organizations adopt it.



2. HYBRID OR WORK 3.0 HAS EMERGED AS THE PREFERRED MODEL.

After having embraced a fully remote model during the pandemic, most organizations are currently testing to see what combination of onsite and remote works best for them.

Key variables that organizations are trying to optimize for are flexibility for employees on the one hand, and productivity and efficiency on the other hand. Increasingly, there is very little correlation between work and workplace.



4. SUCCESS IN WORK 3.0 CENTERS ON PEOPLE AND CUITURE.

Technology has evolved exponentially in the past two years.

While it is often celebrated as the biggest champion of enabling hybrid working, WORK 3.0 research suggests that it is at best a "hygiene" factor.

The success of the hybrid model hinges on people/ teams and organizational culture.

EXECUTIVE SUMMARY



5. LEADERS' SUCCESS DEPENDS ON THEIR MINDSETS & ATTRIBUTES.

Leaders must be dynamic and agile as they align their capabilities with WORK 3.0. Mindset shifts must precede skillset changes.

Most mindset and skillset shifts center on trust, communication, and growth.

Leaders in developing Asia must also align to the reality that teams can be productive even as they work from home.



7. TEAM SUCCESS IN WORK 3.0 HINGES ON 4 KEY ELEMENTS.

Elements of a team that must come together to enable organizations to deliver on business needs, especially in a hybrid work environment, are core agreements about how people work together, collective mindset or team culture, cohesion or intra-team relationships, and connections across teams.

Leaders must manage tensions in these 4 areas for teams to perform and thrive in WORK 3.0.



6. SOME LEADERS DO MUCH BETTER THAN OTHERS.

Mindset maturity and hybrid-world-friendly attributes dictate leader comfort and success in the new world.

On the one end of the spectrum are leaders who not only thrive in a hybrid world but also champion navigating the polarity between flexibility and collaboration. On the other end of the spectrum, however, are leaders who are struggling to find their feet.



8. LEADERS MUST ALSO PLAY 5 ROLES TO MAKE WORK 3.0 A SUCCESS.

Leaders must lean on their WORK 3.0 mindsets and attributes to manage several complementary or competing ideas in navigating tensions at work.

In doing so, leaders must embrace 5 roles – Anchored Imagineer, Cat Herder, Wellness Hunter, Risk-Averse Gambler, and Tech-Savvy Humanist. Ability to play these five roles dictates if inherent WORK 3.0 tensions will act as "springs" or "mines."

RESEARCH METHODOLOGY

WORK 3.0: Reimagining Leadership in a Hybrid World study, based on inputs from 2,200 leaders across 13 countries, highlights the challenges organizations and leaders are facing in navigating business, people, and process polarities as they embrace "WORK 3.0," the new world of hybrid work.

The research was led by the Center for Creative Leadership (CCL) in partnership with a pan-Asia Pacific research consortium comprising 15 organizations in the region: The American Chamber of Commerce in Singapore, AsiaHRM (Hong Kong), CARROT Global (South Korea), Institute of Corporate Directors Malaysia, Institute of Corporate Directors (Philippines), Intercontinental Institute of HR Management (Sri Lanka), Japan Association for CHROs, Kestria, LinkedIn, Prasetiya Mulya Executive Learning Institute (Indonesia), Sasin School of Management (Thailand), Singapore Human Resources Institute, The Society for Human Resource Management (APAC), Talentnet (Vietnam), and XED Space (Australia and New Zealand).

Key questions the research study attempts to address are:

What does the evolution of workplace look like in Asia Pacific?

- What are the implications of the various work models organizations are embracing?
- How can leaders prepare for the hybrid world?
- What are the "right" mindsets and attributes leaders must display to be successful?

The CCL research team curated and tested a survey instrument to seek inputs from leaders across Asia Pacific to the above questions. The survey was rolled out by the research consortium partners in 13 countries over a 10-week period. The research team collected 2,170 valid responses to the survey (demographics on the right).

The research consortium also interviewed 27 leaders across 10 countries to get qualitative inputs on how organizations are embracing new work models, and the challenges leaders are facing in doing so. The interviewee leaders belonged to a mix of industries including financial services, fast-moving consumer goods (FMCG), technology, retail, infrastructure, and professional services companies.

Subsequently the CCL research team analyzed the qualitative and quantitative data, and curated the key findings report.

SURVEY PARTICIPANTS: 2.170

INDUSTRY SECTOR			GENDER		COUNTRY	
Manufacturing	10%		Male	58%	Australia, New Zealand	17%
Financial Services	10%		Female	40%	India	6%
FMCG	6%		Not Disclosed	2%	Indonesia	11%
Professional Services	12%				Japan	10%
Tech/IT/ITES/Telecom	12%		TENURE		China	6%
Consumer Services and Retailing	6%		Tenure < 10 years	24%	Malaysia	9%
Education	10%		11-20 years	29%	Philippines	8%
Energy/Utilities/Transportation	5%		> 20 years	47%	Singapore	4%
Government	10%				South Korea	8%
Pharma and Health Services	7%		TEAM SIZE		Sri Lanka	5%
Not-for-Profit	2%		< 10 FTEs	50%	Thailand	8%
Real Estate	4%		11-50 FTEs	24%	Vietnam	7%
Others	5%		> 50 FTEs	26%	Others	2%
COMPANY OWNERSHIP			ROLE		AGE	
Public Company	28%		Business Leader	38%	Gen Z	2%
Private Company	59%		HR Leader	29%	Gen Y	33%
State-Owned Company	13%		Other	33%s	Gen X	50%
					Baby Boomers	14%
LEADER LEVEL					Not Disclosed	1%
Entry-Level (Assistant Manager, Officer, and equivalent level) 15%				15%		
Mid-Level (Manager, Senior Manager, Associate Director, AVP, VP, and equivalent level)				37%		
Senior-Level (Director, Senior Director, Managing Director, VP, SVP,				21	Note that percentage	arto

In the research report, we also use the term "hybrid" to mean hybrid work models; "hybrid world" to refer to the era of hybrid work and workplace; and "hybrid leader" to refer to executives who are leading hybrid teams. We also use "WORK 3.0" and "hybrid work model" interchangeably.

numbers in graphs/charts

may be +/- 100% due to

the rounding-off error.

29%

12%

7%

and equivalent level)

or equivalent level)

Executive (President, CEO, and equivalent level)

Board-Level (Executive or Non-Executive Director, Chairperson,



WORK 3.0 CONTEXT



INDIA SAMPLE

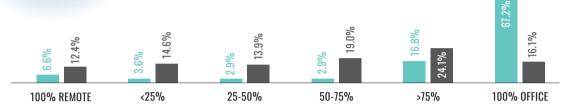
- The CCL research team collected 137 valid survey responses.
- 20% of responses were from public companies, another 74% from private companies, and balance less than 6% were from state-owned enterprises.
- Entry- and mid-level managers accounted for almost 61% of the survey responses, while 34% of responses were from senior-level leaders (Directors and above). C-suite level leaders and board directors accounted for over 5% of the responses.
- 33% of the respondents led a team of more than 50 full-time employees (FTEs). Another 28% led teams between 11 and 50 FTEs in size. The balance 39% respondents led teams of up to 10 FTEs.
- Almost 15% respondents had less than 10 years of professional work experience, 42% had between 11 and 20 years, and balance 43% had more than 20 years of work experience.
- While the sample had representation from diverse industries, it was dominated by software and services, automobiles and components, professional services, education, energy, insurance, non-profit, and technology hardware and equipment companies.
- Only 15% of the respondents held business and related roles. 71% were HR leaders.
- 43% of the respondents were Gen Y, while another 45% belonged to Gen X. The balance respondents were Gen Z and "baby boomers."
- Almost 50% of respondents were women.



While India is all set to embrace the hybrid work environment, over 16% respondents still expect 100% of the employees to come back to office 100% of the time.

EXPECTATION AROUND TIME SPENT IN THE OFFICE

% Respondents Who Selected the Option

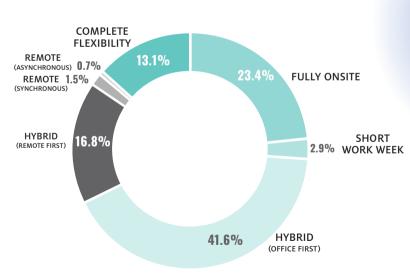


N=137

Question: What are the pre-Covid and post-Covid expectations (in your organization) around time spent by the workforce at the company office/onsite?

FLEXIBLE WORK OPTIONS

% Respondents Who Selected the Option



While hybrid emerges as the most preferred work option in the future with almost 58% respondents opting for that, 23% respondents also place their bets on employees coming back fully onsite in the near future. And, in sharp contrast, another 13 percent expect complete flexibility.

N=137

8

Question: In the long term (next 3-5 years), what is the preferred or emerging mode of working in your organization?

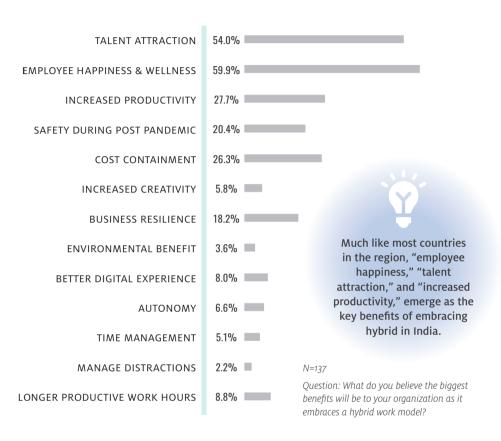


WORK 3.0 CONTEXT

India

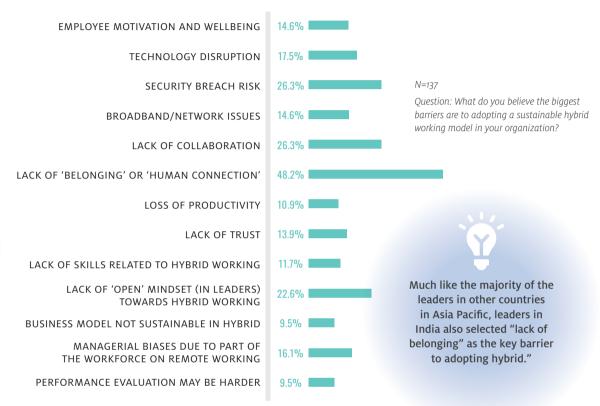
KEY BENEFITS OF EMBRACING THE HYBRID MODEL

% Respondents Who Rated the Factor as One of Top 3



KEY BARRIERS TO ADOPTING THE HYBRID MODEL

% Respondents Who Selected the Option



SUCCESS FACTORS IN THE HYBRID WORK ENVIRONMENT

% Respondents Who Ranked the Factor as "Most Important"











N=137

Question: Rank the following factors that influence leader success in the hybrid working environment in terms of their importance.

Source: CCL Research.

WORK 3.0 PREPAREDNESS

■ India

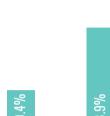
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Data suggests that India is moderately prepared to embrace hybrid work environment. Almost 69% of respondents in the country feel their organization is prepared for hybrid, as against 74.3% pan-Asia Pacific.

N=137

ORGANIZATION PREPAREDNESS

% Respondents Who Selected the Option



Completely prepared



Somewhat unprepared



Completely unprepared

environment

N=137

Question: How prepared do you believe your organization is to support long-term hybrid work environment?

Somewhat

prepared

LONG-TERM HYBRID VISION About 12% of organizations % Organizations at Various Stages seem to have embraced hybrid in the country, while 65% either do not yet have a hybrid-work vision or are still curating it. No hybrid-work Still curating **Curated** and Testing/Piloting **Embraced** and vision the vision the vision adopted the communicated the vision hybrid-work

MUST-HAVE ELEMENTS OF ORGANIZATION CULTURE

% Respondents Who Selected the Culture Element as One of Top 3



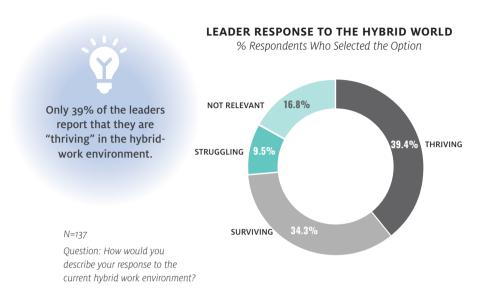
N=137

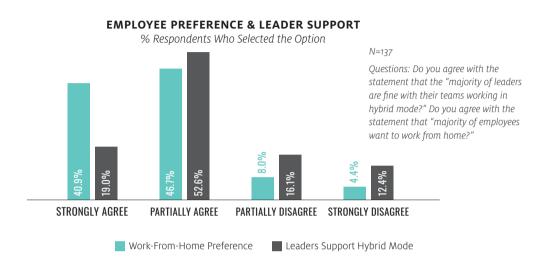
Question: What are the key elements of organization CULTURE for creating the "right" environment for leaders to thrive in a hybrid team?

Question: Where is your organization on the journey towards vision and associated processes/policies with respect to hybrid work?

LEADER RESPONSE TO WORK 3.0

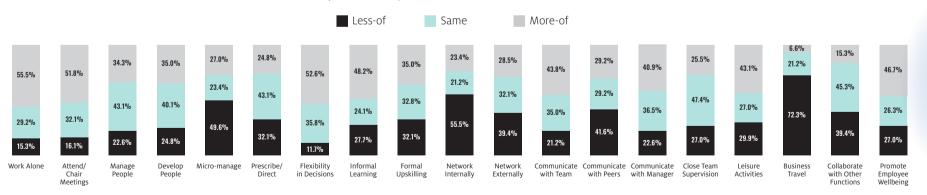
■ India





WHAT ACTIVITIES ARE LEADERS ENGAGING IN?

% Respondents Engaging More/Less/Same-Level in Activities



While "work alone," "flexible decision-making," and "attending meetings" are three activities leaders in India are most engaging in, "internal networking," and "business travel" activities have been

most severely hit.

N=137

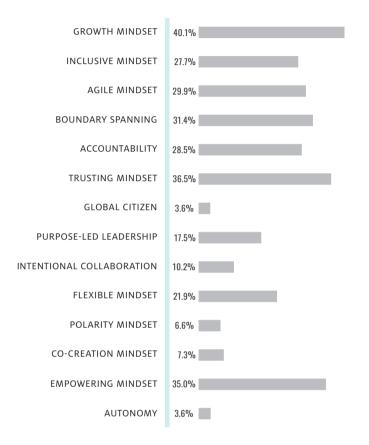
Question: What are you doing 'less-of', 'same-as-before' or 'more-of' in a hybrid work environment?

WORK 3.0 MINDSETS & ATTRIBUTES

■ India

MINDSETS OF A ROCKSTAR HYBRID LEADER

% Respondents Who Selected the Option as One of Their Top 3

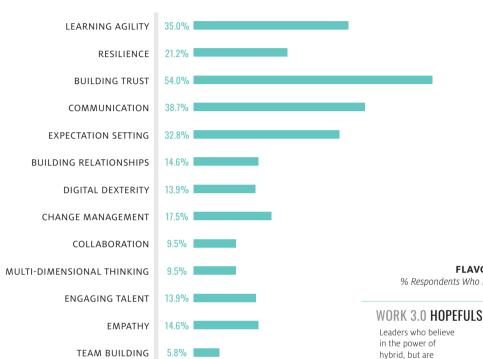


N=137

Ouestion: What are the elements of a must-have MINDSET to succeed in a hybrid work environment?

ATTRIBUTES OF A ROCKSTAR HYBRID LEADER

% Respondents Who Selected the Option as One of Their Top 3



9.5%

3.6%

5.8%

12

N=137

Question: My colleagues and peers have the 'right' set of skills and mindset towards hybrid work environment?

TIME MANAGEMENT

N=137

SELF-AWARENESS

work environment?

INFLUENCE

Question: What SKILLS must leaders

develop/polish to thrive in a hybrid

working on their skills to align with the new ways of work.

WORK 3.0 LAGGARDS

Leaders with a fixed mindset who do not "buy-in" to the concept of hybrid work.

At 25.5% "work champions." respondents in India do not seem very optimistic about mindset and skill readiness of their peers to excel in WORK 3.0 era. This number is much lower than the regional average of 41.6%.

FLAVORS OF WORK 3.0 LEADERS

% Respondents Who Rated Their Peers on Skill and Mindset Readiness

WORK 3.0 CHAMPIONS

Leaders who have embraced the hybrid work model and champion it internally.





WORK 3.0 SKEPTICS

Leaders who have skills such as communication, and learning agility, but are not fully convinced of the efficacy of the hybrid work model.

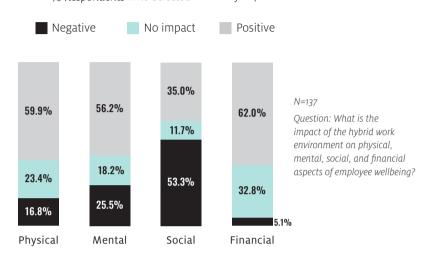


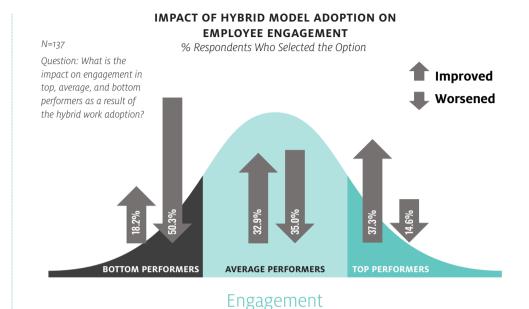
WORK 3.0 IMPACT

I India

IMPACT OF HYBRID ENVIRONMENT ON LEADER WELLBEING

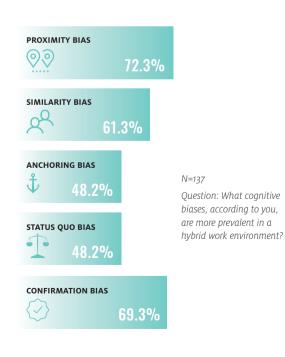
% Respondents Who Selected Nature of Impact

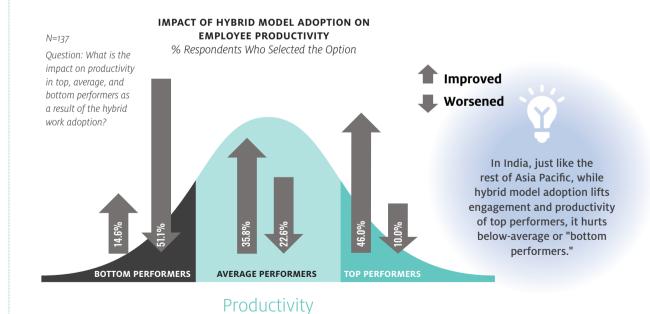




BIASES AT PLAY IN THE HYBRID WORLD

% Respondents Who Selected the Option as One of Their Top 3



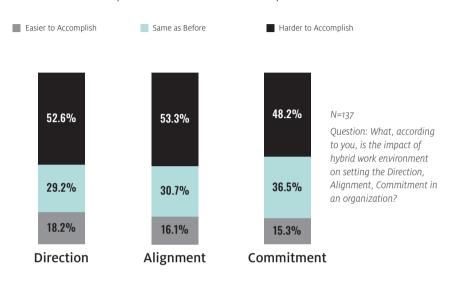


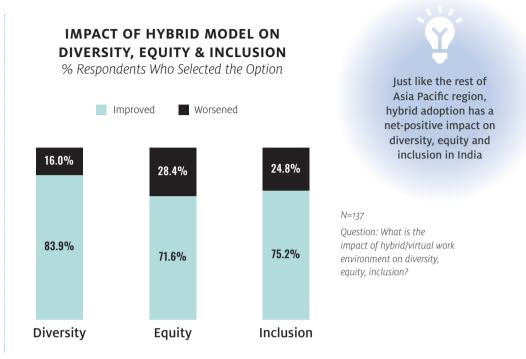
WORK 3.0 IMPACT

--- India



% Respondents Who Selected the Option





10 TAKEAWAYS

- 1. India data suggests that, quite like the rest of Asia Pacific, expectation from employees to work 100% from the office/onsite has reduced from 67% pre-Covid to 16% in the post-Covid period.
- 2. The hybrid work model is likely to emerge as the most favored option in the near future with 58% respondents opting for it. However, 23% of the respondents also predict that employees will come back fully onsite in the next 3-5 years.
- 3. Respondents note that while employee wellness, talent attraction, and increased productivity are the key benefits of embracing WORK 3.0/hybrid mode, 48% also highlight that lack of belonging could be the biggest derailer organizations need to guard against.
- 4. Leaders note that organizational culture and people factors outweigh technology & tools, processes, and workplace design in driving a successful WORK 3.0

- environment. 62% respondents rate organization culture and people as the "most important" success drivers.
- 5. Neither individual leaders feel prepared for WORK 3.0, nor do they have much confidence on their organization's capability to embrace WORK 3.0. About 39% of respondents in India feel they are "thriving" in the hybrid work environment, and just about 20% claim that their organizations are "fully prepared." Further, just about 12% of the surveyed respondents shared that their organizations have completely embraced and adopted the hybrid work environment.
- **6.** As organizations in India embrace WORK 3.0, openness & transparency, collaboration, outcome orientation, accountability and caring, emerge as the top 5 must-have organization culture elements.
- **7.** WORK 3.0-ready leaders must embrace mindsets of growth, trust, and empowerment. In addition, they must demonstrate attributes of building trust, communication, and learning agility.

- Only 25.5% respondents in India claim that their colleagues and peers already have the "right" combination of WORK 3.0-ready mindsets and attributes. Another 39% claim that while their peers have appropriate skills, they lack "hybrid-ready" mindsets.
- **8.** WORK 3.0 impacts employee engagement and productivity. While it lifts engagement and productivity of top and average performers in India, it has a net-negative impact on the below average or "bottom" performers.
- **9.** WORK 3.0 environment has a mainly positive influence on employees' physical, mental, and financial wellness. It however has a negative influence on social wellbeing, with 53.3% respondents underlining the risk.
- 10. Leaders in India claim that while a hybrid work environment may encourage proximity, confirmation, and similarity bias, it generally helps the diversity-equity inclusion agenda.

HOW CCL CAN HELP?

LEADING HYBRID TEAMS PROGRAM

- ✓ Leading in a hybrid workplace requires putting your people first.
- Center for Creative Leadership (CCL) approach focuses on developing the critical leadership skills needed to help you create a thriving hybrid workplace.

WHY LEADERS NEED HELP?

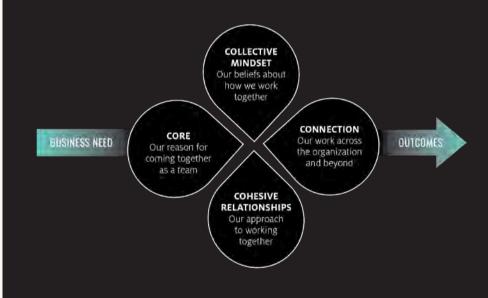
Leading a team can be challenging in any circumstance. Leading in the new, more complex, and dynamic hybrid workplace environment raises the difficulty level as well as the stress.

A major shift is underway right now, fundamentally altering when, where, and how work occurs. As organizations adjust to today's new hybrid workplace, **collaboration among team members who** *aren't* **co-located** is emerging as the primary way of getting things done.

Effective hybrid workplace leadership requires building cohesion among colleagues working together from disparate locations, fending off burnout, being intentional about inclusion, and strengthening shared culture.

CCL APPROACH

- Our approach to hybrid workplace leadership puts people first and focuses on building self-awareness, emotional intelligence, conversational skills, and psychological safety.
- ✓ We also help develop team and group leadership skills to create strong work alliances, powerful cross-team networks, and intentional organizational cultures where individuals and teams can thrive regardless of where their work happens.
- We help equip team leaders for the challenges of leading in the hybrid workplace with research-based, hands-on solutions that can be used directly with their work teams.
- Our human-centered development solutions available both virtually and in-person —
 can help you strengthen hybrid leadership at your organization, bolster conversations and
 connections, strengthen organizational culture, and improve business outcomes.



TO LEARN MORE ABOUT THIS TOPIC OR THE CENTER FOR CREATIVE LEADERSHIP'S PROGRAMS AND PRODUCTS, PLEASE CONTACT

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The Center is also indebted to the 15 pan-Asia Pacific research consortium partners: The American Chamber of Commerce in Singapore, AsiaHRM (Hong Kong), CARROT Global (South Korea), Institute of Corporate Directors Malaysia, Institute of Corporate Directors (Philippines), Intercontinental Institute of HR Management (Sri Lanka), Japan Association for CHROs, Kestria, LinkedIn, Prasetiya Mulya Executive Learning Institute (Indonesia), Sasin School of Management (Thailand), Singapore Human Resources Institute, The Society for Human Resource Management (APAC), Talentnet (Vietnam), and XED Space (Australia and New Zealand).

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Anand Chandrasekar, Leadership Solutions Specialist and Societal Advancement Lead, APAC N. Anand Chandrasekar is the Leadership Solutions Specialist and Societal Advancement Lead (APAC) at the Center for Creative Leadership. Based in Singapore, Anand partners with CCL colleagues and clients to identify leadership needs, design and deliver leadership development solutions, articulate leadership solution outcomes, and evaluate the solutions for impact and improvement. Anand conducts relevant and cutting-edge research on a variety of topics related to leadership development. Anand holds a Ph.D. in International Management from the University of Hawaii at Manoa, an M.Bus. degree from Nanyang Technological University, Singapore, and a B.E. degree in Electrical and Electronics Engineering from the University of Madras.



Established in 1973, the American Chamber of Commerce in Singapore (AmCham Singapore) is the largest and the most active international business association in Singapore and Southeast Asia, with over 5,000 members representing over 600 companies. Our Chamber comprises 14 industry-specific committees: seven sectoral and seven functional. AmCham is a forward-thinking, business-progressive association. Our mission is to create value for our members by providing advocacy, business insights, and connections. Our membership includes American companies and Singaporean and third-country companies with significant U.S. business interests. AmCham is an independent, non-partisan business organization. Our goal is to provide the information and facilitate the access and connections that give members insight into the local, regional, and global operating environment, enhance their four professional capabilities, and enable them to make well-informed business decisions.

www.amcham.com.sg



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www.asiahrm.com



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The Japan Association for CHROs (JACHRO) is the only organization in Japan that trains and supports CHROs by obtaining the latest information on management, organization, and human resources, conducting surveys and research, and providing various educational opportunities, in cooperation with various organizations and companies in Japan and abroad. In cooperation with its sister organizations, the Japan Association for CFOs and CLOs, JACHRO is improving the overall sophistication of corporate functions.

www.jachro.jp



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Prasetiya Mulya Executive Learning Institute (prasmul-eli) is an Indonesian institution that provides human capital development services. As part of this service, prasmul-eli designs and implements customized learning programs for companies. As part of its solution for business professionals, prasmul-eli also offers open programs, certificate programs, and assessment and consulting services. This service, which was launched in 1982, continues to grow and currently serves many large companies in Indonesia.

www.prasmul-eli.co/id



Sasin Center of Excellence is a research-oriented unit at Sasin School of Management of Chulalongkorn University (Thailand) aiming to produce and disseminate knowledge for advancing management education with an Asia-Pacific focus. Sasin was the first AACSB and EQUIS accredited business school in Thailand. In 2019, The Times Higher Education / Wall Street Journal ranked Sasin #43 in the world for 2-year MBA programs, the only business school in Southeast Asia to feature in this ranking.

www.sasin.edu



As the leading professional HR body in Singapore, **Singapore Human Resources Institute** (SHRI) is dedicated to empowering human capital in tandem with nation-building efforts since Singapore's independence in 1965. We commit to advocating HR best practices, connecting a community of HR professionals and enhancing the HR profession. Our actions are driven by our membership and events for the community, human capital training to upskill the profession, and consultancy and customized corporate training for organizations.

www.shri.org.sg



The **Society for Human Resource Management** is the world's largest professional human resources membership association. As the voice of all things work, workers, and the workplace, SHRM is the foremost expert, convener, and thought leader on issues impacting today's evolving workplaces. Headquartered in Virginia, United States, SHRM has solidified its presence across APAC and MENA. With 312,000+ members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally.

www.shrm.org



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