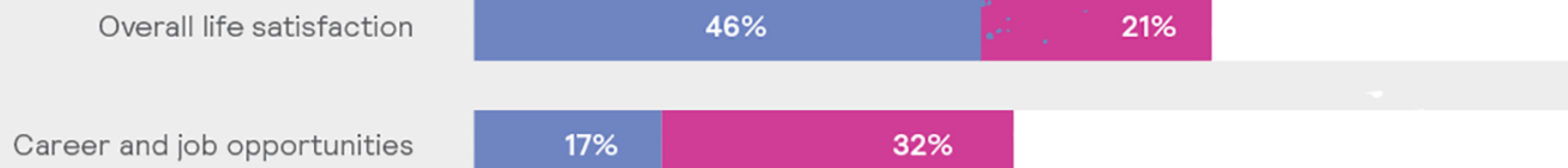


# People First: Driving growth in emerging megacities

## Why move to or stay in a

### WORKERS' NEEDS

### EMPLOYERS' VIEWS OF WORKERS' NEEDS



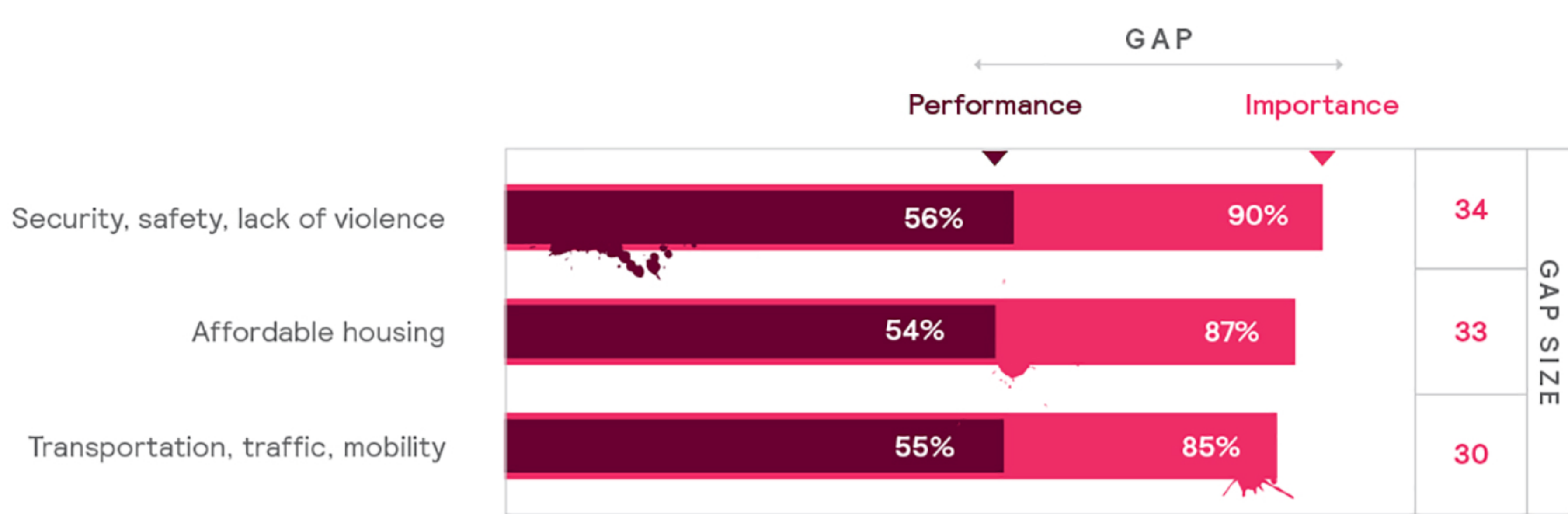
Workers rate life satisfaction 2x more important than employers realise

Employers rank career and job opportunities 2x more important than workers actually rate them

## How do cities perform?

### WORKERS' VIEWS ON HOW WELL THEIR CITY IS MEETING KEY NEEDS

### IMPORTANCE OF THESE NEEDS IN DECIDING WHERE TO LIVE AND WORK

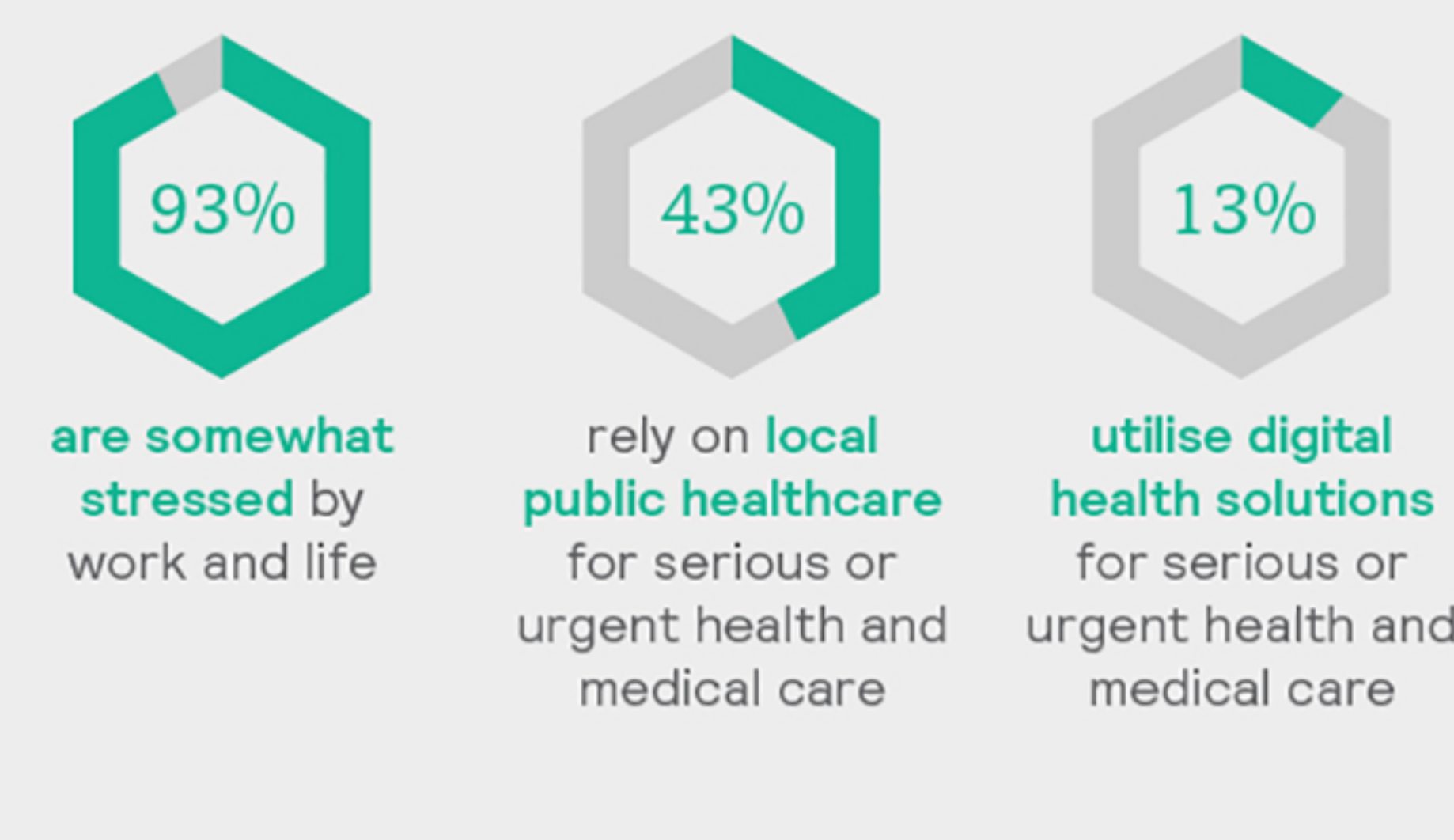


### HUMAN

### HEALTH

46% of workers say that **life satisfaction** is the top reason for them to stay in or leave their city

86% of workers say that having access to **employer-subsidised health and wellness programmes** is important to them

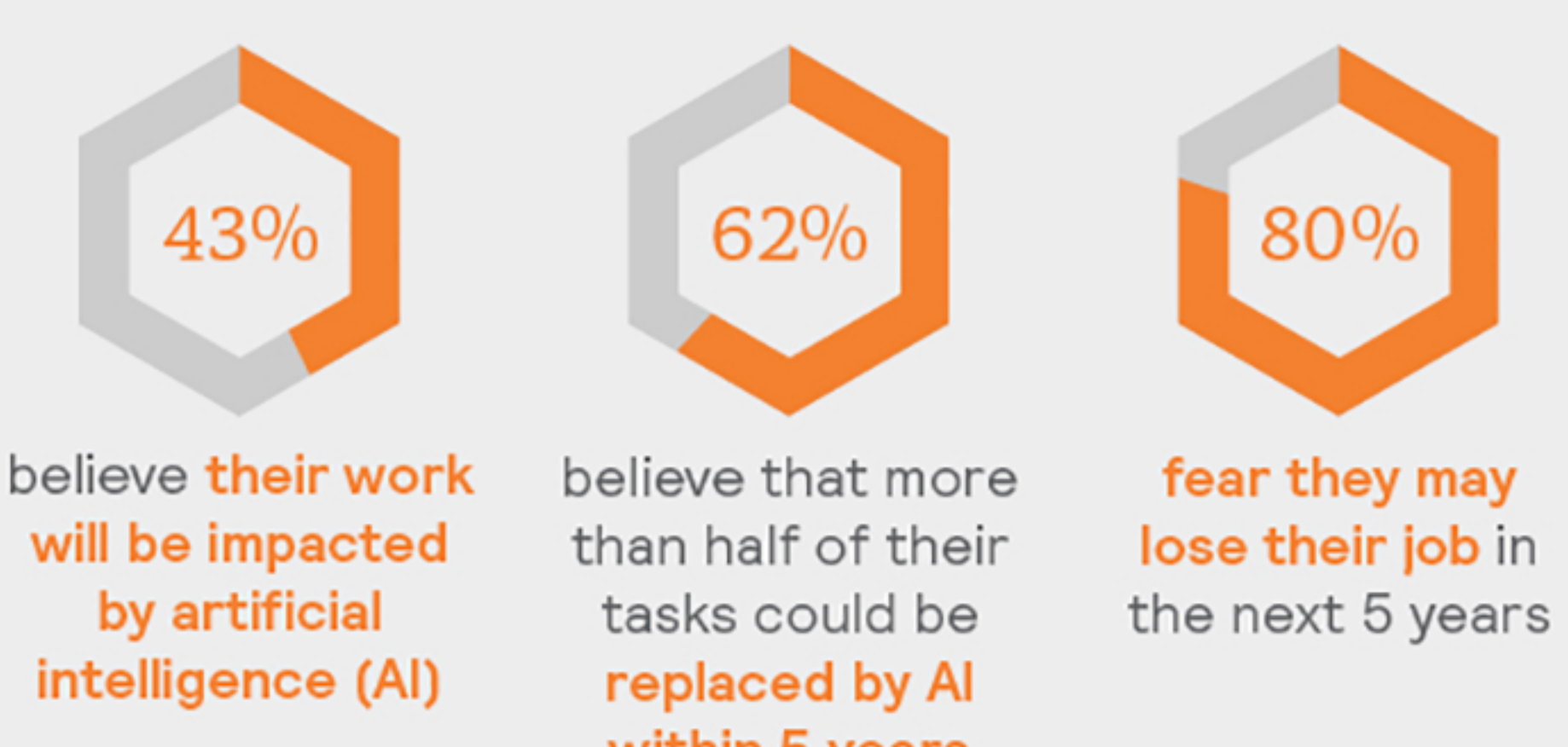


### MONEY

### WORK

88% of workers say that having access to **retirement savings plans** or pension plans is important to them

94% of workers say that being able to **continue to develop their professional and personal skills** is important to them



## 1 Listen, Focus and Put People First

Listen to and meaningfully respond to people's holistic needs to attract and retain talent

**Pay attention to human desires so your employees can reach life satisfaction**

Thrive 45 | Sirota | Fuel 50 Career Pathing | Mercer Adaptive Working™

**Make quality healthcare affordable and accessible**

Total Health Management | Insured Benefits | Wellness Programme Design & Implementation | Onsite Clinics Set-up | Digital Benefits Portal

**Help your employees achieve financial security for life**

Reward Strategy | Pay Equity Assessment | Retirement Plan Design & Implementation | Financial Wellness | Workplace Advice & Tools

**Develop strategies fit for the future of work**

Future-Focused People Strategy | Workforce for the Future | Mercer Learning and edX Solutions

## 2 Think Holistically and Customise Meaningful Offerings

Translate your employee value proposition into an individual value proposition; use technology to listen, learn and stay connected

Confident Achievers	White-Collar Professionals and Graduates	Struggling Vocationals	Business Owners and Skilled Tradespeople	Professional families
Help them to get it all	Help them to get ahead	Guide them to financial planning and savings	Partner with them on skills development and wellbeing	Help them to find work/life balance and with savings and budgeting

Colleague Segmentation Analysis | Skills Training & Development | Wellness Programme Design & Implementation | Financial Wellness | Mettl Skills & Talent Assessment | Fuel50 Career Pathing Tool | Digital Benefits Portal

## 3 Prioritise Human Skills (Not Robots) for a Competitive Advantage

Deliver the future of work and the workforce for the future

<b>Align</b> Set the vision and align leadership	<b>Define</b> Map the current and forecast the future workforce and skills
<b>Drive</b> Deliver the transformation	<b>Design</b> Determine and design workforce strategies

Future-Focused Strategy Building | Mercer Digital | Digital Readiness Assessment | Human Capital and Workforce Scan | Hackaton Toolkit | Sourcing - Total Rewards - Skill Development Strategy

## 3 Forge public-private partnerships for all to succeed

Companies and governments must combine resources, data, technologies and know-how to address systemic issues at scale

### Assess Gap

Understand workers' views on what's important and cities' ability to address needs

### Define Options

Curate solutions that benefit all (the city and its citizens, your company and people)

### Engage And Amplify

Ensure your employee value proposition and benefits policy are supportive of the organisation's purpose; make workers feel they belong to the city

City Attractiveness Measurement | Cost of Living/Quality of Living Assessment and Advice | City's Healthcare Infrastructure Assessment | PPP Project Funding Advisory and Sustainable Investment Options | Workforce for the Future | Employee Value Proposition | Healthcare System Review & Policy Change Implementation | Pension System Review & Policy Change Implementation