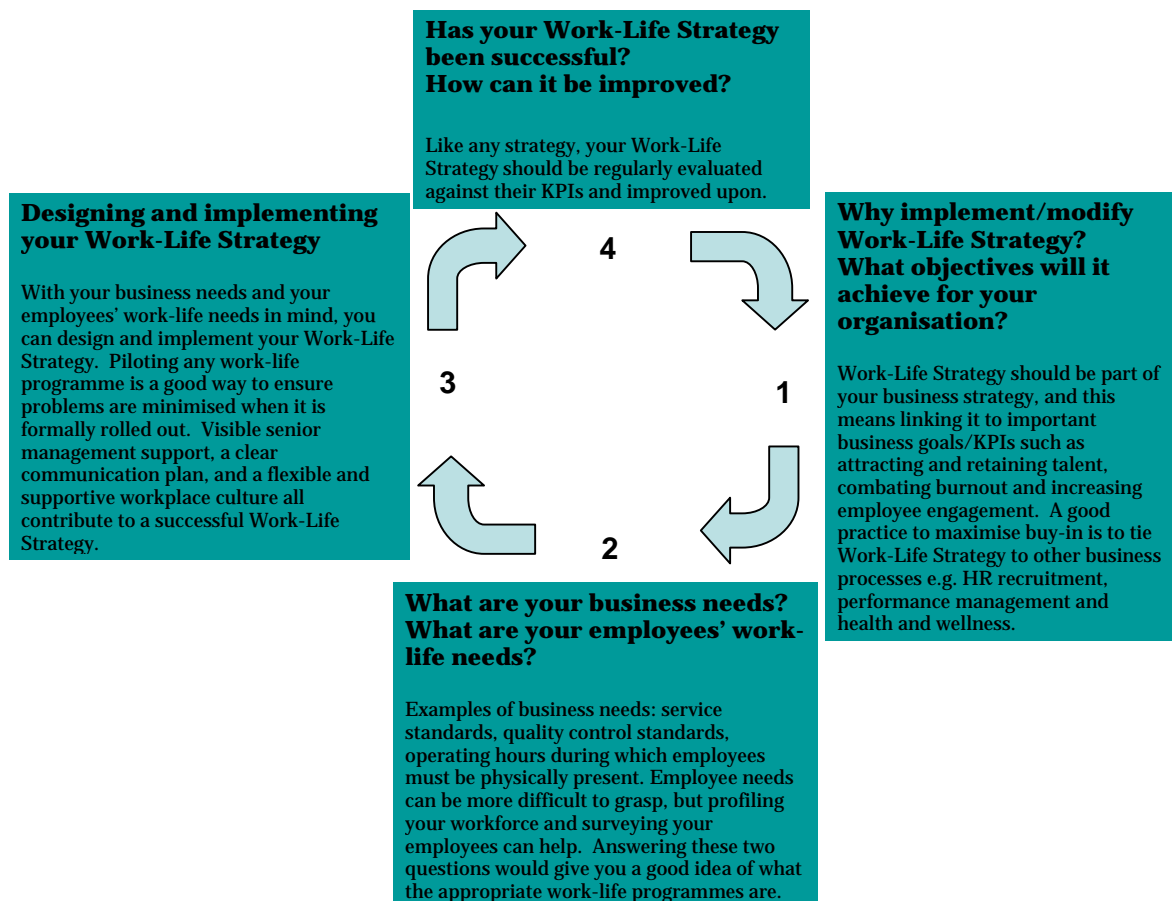


Work-Life Strategy as Corporate Social Responsibility

In today's demanding and competitive environment, ensuring sustainable peak performance by employees is a critical success factor. Work-Life Strategy creates win-win outcomes: enhancing employee productivity and retention as well as improving business performance and sustainability, while enabling employees to better meet their personal and family needs. Overall, society also benefits.

Work-Life Strategy does not have to be costly. Perhaps the most important part of Work-Life Strategy is flexible work arrangements, such as flexi-place (working away from the traditional office), compressed work schedule (working the same number of weekly work hours in fewer days) and part-time. Other work-life programmes include employee support schemes in the form of time-saving services (arranging for a nearby catering service to deliver take-home meals to employees, for example) and health and wellness programmes, as well as allowing employees time off for personal emergencies.

Different companies need to tailor their Work-Life Strategy to suit their different business needs and employee profiles. Here are a few simple steps an employer can take to implement an effective Work-Life Strategy.



For more information on Work-Life Strategy and the resources available to support its implementation in the workplace, visit greatworkplace.com.sg.