



## The world of work has evolved - so should your reward framework

With employee motivational factors continuing to be increasingly varied, the ability to attract, motivate and retain employees is not as simple as it once was. Changing workforce expectations are demonstrating the need for a robust reward strategy that is adaptable and holistic in nature, in line with the need to consider the employee as an individual, not just as a resource.

## We're helping our clients build innovative and adaptable approaches to rewarding their workforce

### Personalisation through preference

A holistic, bottom-up approach to rewarding your people aligned with their needs

### Ongoing adaptability

Anchored by flexible benefits that can adapt with your workforce and the ever changing world of work

### A differentiated approach

Innovative in how we consider employee experience, differentiating how you attract and retain talent



We're helping organisations redefine their Total Reward offering, underpinned by the belief that a greater focus on total wellness for the individual, brings with it a wealth of benefits for the organisation as a whole.

Our reframed approach to the reward equation is anchored in personalisation and creating employee experiences that deliver true value to the workforce throughout all stages of their lives and careers.

## Why partner with PwC

We are a trusted advisor with deep industry experience and global connections

We provide an objective view, informed by extensive experience and an understanding of the Malaysian market

We bring a collaborative and differentiated approach, applying a business lens in all that we do

We ensure a focus on technology and digitisation to adapt to the ever-evolving world of work

Link to microsite





## What are we seeing in the market?

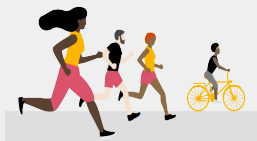
### Cost optimisation a priority, but a greater focus on residual impacts needed

Given the significant cost attributable to employee spend, it is integral to ensure a sufficient return on that investment. As drastic cost cutting measures become increasingly common, organisations are also looking at how best to optimise current spend, especially as it relates to wellbeing and benefits.



### A renewed focus on wellbeing and flexibility

The pandemic saw priority placed on wellbeing and flexibility, with that focus being retained through the growing desire for holistic employee experiences that adapt as life does. Those that are pivoting their focus to a holistic view of reward are seeing a wealth of benefits in how they motivate and retain their workforce.



### Learning & Development (L&D) as a key to unlocking growth

With the combination of rising cost of living pressures, wages and an exodus of skilled workers, the competition for talent is higher than ever before. This has highlighted the impacts that effective L&D programs can have as a key factor in strategic delivery, as companies vie for a competitive edge, without the price tag.



## How can PwC help address these challenges?

We work with our clients to support the development and execution of their workforce strategy, partnering through all stages of the strategic lifecycle to deploy timely advice based on our breadth of expertise and experience.

-  **Reward strategy**
-  **Total Wellness and Benefits**
-  **Incentive plan design**
-  **Transactions & Deals**
-  **Market practice, research and data analytics**
-  **Performance metric selection and calibration**
-  **Performance Management**
-  **Communication and change management**
-  **Tax, legal and accounting advice**

## How we are helping our clients



**Optimising Total Reward strategy** to enhance **attraction, motivation and retention**



Aligning strategy to reward through **incentive plan design**



Employee Value Proposition refinement, aligning to **employee preference profile**



Transaction support, Deals & HR Due Diligence



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