

Media Release

aAdvantage Consulting Group & Barrett Values Centre

How we view Singapore society and workplace as these are today, and what we want them to be

Background

1. A survey of the perceptions of 2,000 Singapore residents (Singapore Citizens and Permanent Residents) aged 15 yrs old and above was conducted in June-July 2012 by aAdvantage Consulting Group & Barrett Values Centre. The survey examined what the respondents consider the values and behaviours that best describe them at a personal level. It also examined their perception of what defines Singapore society and their workplace as these are today, and what they want them to be, ideally.
2. The survey instrument was developed by Barrett Values Centre which has offices in the United States and the United Kingdom. The questionnaire has been previously administered in more than 15 countries with Bhutan as the only other Asian country. Some of the items in the questionnaire were adapted to suit the Singapore's context.
3. The survey results were released on 23 August 2012 at a roundtable discussion organised by the Institute of Policy Studies (IPS) where three discussants and participants analysed the findings and talked about the differences between how respondents perceived Singapore society today and what they wished for. The same was discussed with regard to the Singapore workplace.
4. The discussants at the IPS-aAdvantage Roundtable were Professor David Chan of the Singapore Management University, Mr David Leow of Standard Chartered Bank, and Ms Pek Siok Lian of Mediacorp Ltd.
5. The objectives of the survey and the roundtable discussion were to obtain preliminary insights into what matters to Singapore residents using survey data, and to generate a meaningful dialogue about the sort of society and workplace environment they desire.

Survey Findings: How Singapore Residents View the Current and Desired Singapore Society

What Singapore Residents consider are the values and behaviours that best describe themselves	How Singapore Residents perceive Singapore Society as it is today	What Singapore Residents said would define their desired Singapore society
<ul style="list-style-type: none"> • Family • Friendship • Health • Happiness • Caring • Honesty • Responsibility • Well-being (physical/ emotional/ mental/ spiritual) • Respect • Balance (home/work) 	<ul style="list-style-type: none"> • Kiasu • Competitive • Self-centred • Material needs • Kiasi • Deteriorating values • Elitism • Blame • Uncertainty about the future • Security 	<ul style="list-style-type: none"> • Affordable housing • Caring for the elderly • Effective healthcare • Caring for the disadvantaged • Compassion • Concern for future generations • Quality of life • Equal opportunities • Social responsibility • Employment opportunities

Survey Findings: How Singapore Residents View the Current and Desired Workplace

How Singapore Residents perceive their current workplace	What Singapore Residents said would define their desired workplace
<ul style="list-style-type: none"> • Customer satisfaction • Teamwork • Cost reduction • Long hours • Brand image • Results orientation • Continuous improvement • Accountability • Continuous learning • Hierarchy 	<ul style="list-style-type: none"> • Balance (home/work) • Teamwork • Employee recognition • Employee fulfilment • Continuous improvement • Continuous learning • Respect • Staff engagement • Coaching/ mentoring • Leadership development

Important Notes on the Survey Findings

1. Given the nature and practical limitations of the survey study, the findings are not conclusive although they are indicative of what Singapore Residents see as values and behaviours that define them and how they perceive Singapore society and their workplace.
2. The survey findings provide some useful bases for meaningful dialogue among Singapore Residents about the sort of workplace environment and society they desire.
3. Some important questions for discussion and further study include:
 - Are the dimensions identified in this survey comprehensive? What other important dimensions can be examined?
 - Who (e.g., government, business, community leaders and organisations, employees, individual residents) should lead the change from the current state of affairs to the desired state of affairs? Is the desired state of affairs all that desirable?
 - What concrete steps can we take to effect positive change towards some of those ideals?
 - What obstacles could hinder that positive change?

For all queries on the survey, contact:

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About aAdvantage Consulting Group & Barrett Values Centre

aAdvantage Consulting Group has been partnering organisations – government agencies, SMEs and private corporations – in realising their vision over the last decade. Providing end-to-end business consultancy services, clients experience the aAdvantage difference through strategy, organisation development and people engagement solutions.

The Barrett Values Centre provides powerful metrics that enable leaders to measure and manage the cultures of their organisations, and the leadership development needs of their managers and leaders. The core products of BVC are the Cultural Transformation Tools (CTT). These tools have been used to map the values of over 3,000 organisations and 2,000 leaders in 70 countries. The CTT values assessment instruments are available in over 40 languages.

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