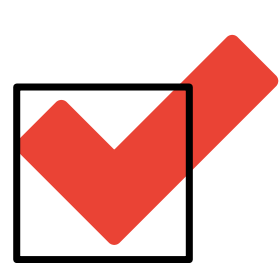
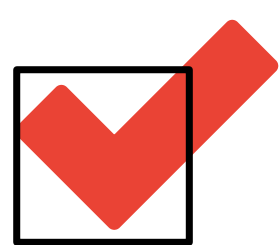


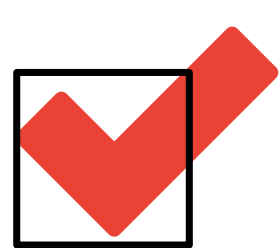
Tips on retaining and developing talent in APAC



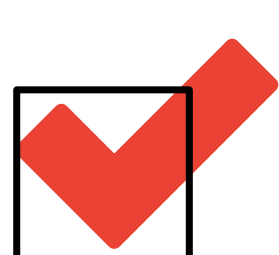
Place business value on inclusivity and adopt the mindset that diverse teams are a “must-have” business imperative



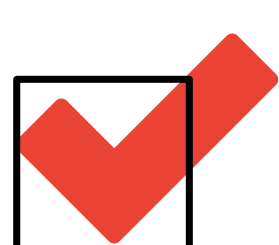
Promote and reward diversity of thought by encouraging people to communicate new ideas and perspectives



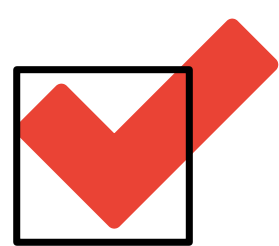
Implement a personal development plan for employees to help them reach promotion and career goals



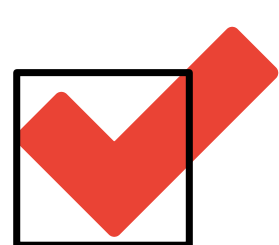
Survey employees regularly to hear their point-of-view and encourage an open dialogue and a safe space for feedback



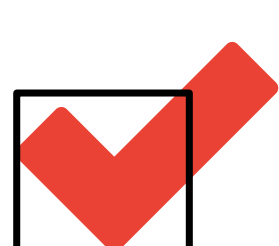
Empower your employees to celebrate their success and encourage managers to represent members of their team who may not be willing to represent themselves



Provide learning and teaching opportunities for both managers and employees



Provide benefits that bring parity and tailor these benefits to the wide range of needs and values of a diverse workforce



Consider how people are affected by remote work situations — such as an increased sense of isolation and mental fatigue.

[Click to read more "Inside Google Marketing: Tips on retaining and developing talent"](#)

Source: "Inside Google Marketing: Tips on retaining and developing talent," March 2021, apac.ThinkwithGoogle.com