

29TH NOV 2023 | MUMBAI



IT & ITES



#MDPreferredWorkplace
SHAPING **FUTURES,**
EMPOWERING **INNOVATIONS**
CELEBRATING OUTSTANDING **IT & ITES WORKPLACES**

Presented by



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in Focus

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REDEFINED WORKFORCE MINDSET

Evolution is a way of life for humankind and given the manner in which our personal and professional lives have been increasingly intertwined in recent years, it is inevitable that the work landscape too has been touched by this, if at an accelerated rate.

2023 brings with it a competitive talent landscape and a glut of challenges to be faced up to. Peruse these stats.

45% of employees are burned out by organisational changes in 2023, making mitigating this change fatigue a top priority

Clearly defined career paths and growth opportunities are greatly valued, with **47% of HR leaders reporting employee experience as a priority for 2023**

However, only **56% of companies in 2023 provide compelling career paths, leading to 75% of employees searching for fresh opportunities**



With a pressure to return to profitability and deliver value, an exhausted workforce is being stretched to near breaking point, making it imperative to tackle the pitfalls mentioned above to create a new cycle of growth, where innovation, creativity, and ingenuity are valued.

Shepherding your organisational flock and ensuring they pull in the same direction remains a vital strategic cause, as the wind picks up in the sails of the Indian economy, with the IMF projecting India to be the fastest-growing major economy in the world with a GDP growth rate of 6.1% for 2023. We can thus reasonably expect hiring growing to continue at a steady pace through 2023, and the job market to see a consistent uptick in hiring activity across key sectors and cities.

FINE-TUNING THE WORKPLACE

The intense demands of today's working environment have seen organisations come under pressure from multiple fronts, having to ensure the implementation of corporate strategy while also providing a sense of purpose, flexibility, and career opportunities. Some organisations are responding to this challenge by using emerging technologies (such as AI assistants and AI-enabled workflows, wearables, etc.) to fine tune the working of the organisational machinery.



Technological capabilities are expanding far quicker than most leaders can fully understand their workings. AI is simply one example of this, but what we must always keep in mind is that technology is but an enabler. Organisations are innately human enterprises, while technology is simply one of how organisations can engage employees, increase productivity, and give its people the tools with which to realise their full potential. What technology can do is help systematically shed the drudgery of daily workloads, freeing us from the mundane and opening organisations up to the possibility of achieving the miraculous. The opportunity and responsibility for every organisation and leader is to get this balance right, working tirelessly towards building a brighter future of work for everyone. This will require not just investing in technology, but people too, to ensure that everyone grows together in this brave new world of work.

A few companies are shining paragons that embody this change to the fullest, and their remarkable transition will see them earn accolades and recognition in a glittering ceremony at Most Preferred Workplace 2023-24_IT and ITES edition. After the stupendous success of previous editions of this landmark event, we turn our lens to the tech industry at a gala event in Mumbai, to laud those leading the way.



SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by LeadCap Ventures with brands appraised on the following parameters:



EMPLOYEE ENGAGEMENT



FAMILY-FRIENDLY POLICIES



WORKPLACE FLEXIBILITY



PROFESSIONAL DEVELOPMENT



**EMPLOYEE ASSISTANCE PROGRAMS
(EAPS)**

This initiative has been brought to you by Team Marksmen. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.



INDUSTRIES **COVERED**



IT SERVICES



SOFTWARE PRODUCT DEVELOPERS AND ENGINEERING SERVICES



HARDWARE SYSTEMS MANUFACTURERS



CLOUD AND DATA CENTER SERVICE PROVIDERS



CO-LOCATION SERVICE PROVIDERS

WHY **ATTEND?**

- Interact and network with industry stalwarts
- Learn newest workplace trends in IT & ITES sector
- Build your knowledge through thought leadership sessions
- Engage with industry peers Recognition and Felicitation ceremony

KEY POINTS OF **DISCUSSION**

- Insightful discussions around current HR trends in the tech industry
- Industry best practices to overcome challenges around attrition and moonlighting
- Explore technologies that enable creating a collaborative and seamless hybrid working model
- Learn effective employee retention strategies
- Enhance employee engagement

MEDIA COVERAGE 2022

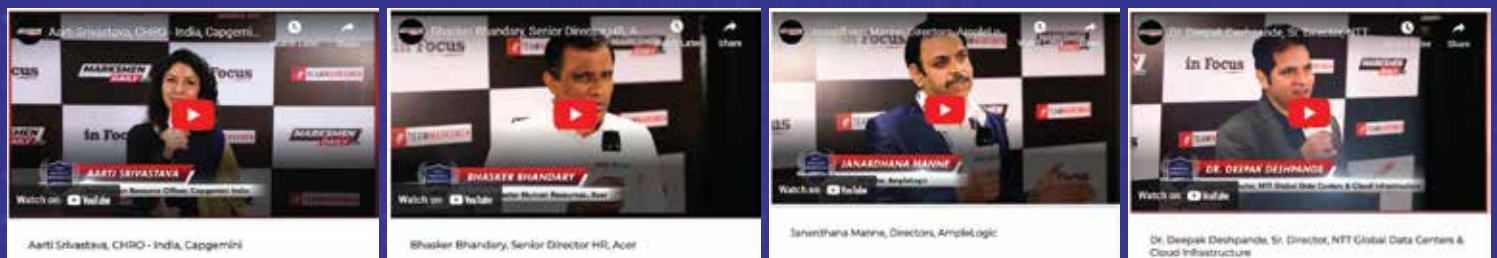
PRE-EVENT PRESS RELEASE



POST-EVENT PRESS RELEASE



INDUSTRY INSIGHTS



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Most Preferred Workplace - Episode 1



Most Preferred Workplace - Episode 2

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& more...

GLIMPSES 2022-2023



#PREFER

ORGANISATIONS THAT TRUST US!

A CLUTCH OF **ORGANISATIONS** HAVE BEEN AT THE FOREFRONT OF
CREATING NEW PARADIGMS OF WORKPLACE EXCELLENCE 2022

 Infosys [®] Navigate your next	 L&T Infotech	 Mindtree Welcome to possible	 Microsoft
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ABOUT TEAM MARKSMEN


Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters.


Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.


For event enquiry email us at:


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