

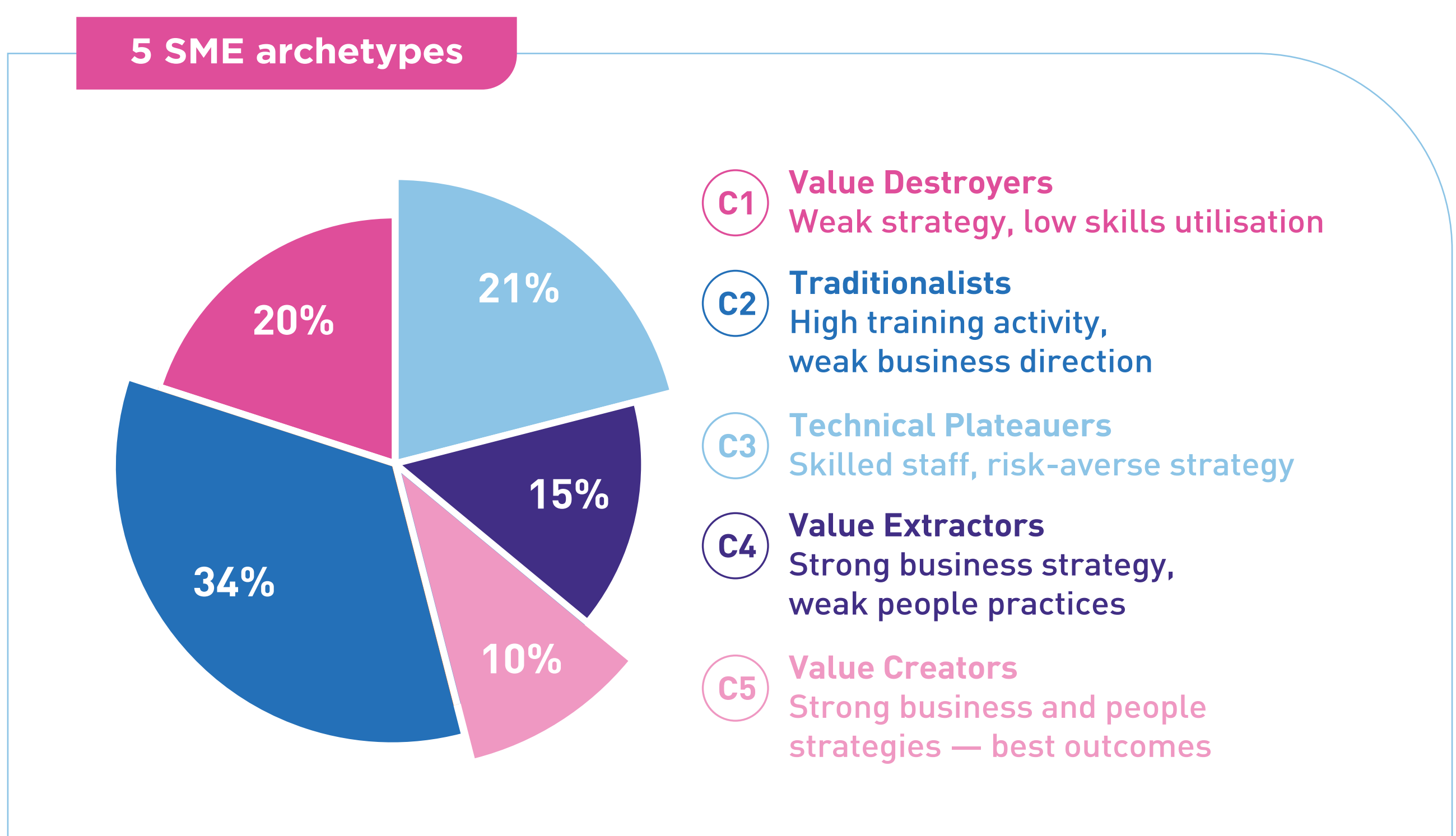


What really drives SME performance in Singapore?

A national study of 2,889 SMEs shows that business strategy is the primary driver of enterprise outcomes — shaping how jobs are designed, how skills are used and whether workforce investments deliver results.

Singapore’s SMEs operate in an increasingly competitive environment, facing rising costs, tight labour markets and growing pressure to innovate. While many firms invest in workforce development, outcomes vary widely across SMEs.

Findings from the Institute for Adult Learning at the Singapore University of Social Sciences explain why. The study identifies five distinct SME archetypes, revealing that firms perform best when business strategy and people strategy are developed and executed in tandem.



High-performing SMEs integrate **clear business direction** with **effective job design, skills utilisation and learning practices**, while those with lackluster performance tend to treat these elements as separate or stand-alone initiatives.

These insights have important implications for policymakers, business leaders and enterprise partners seeking to strengthen SME competitiveness and resilience.

Explore the study insights [here](#).

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