# Becoming a "Best Company to Work for"



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### Presented by: Best Companies Group

# Best Companies Group

- "Best Companies to Work for" Program Philosophy
- Why apply to be named a "Best Company to Work for"
- Program Basics
- Why focus on being a "Great Place to Work"
- National Benchmarks
- Building "Great Places to Work"



# Program Philosophy

- Indentify and recognize outstanding employers in your state by asking employees what THEY think.
- Combine state-of-the-art survey and data technology with human analysis to produce the most credible lists.

> Shine the light on the HR function and profession.



# Why apply to be a "Best Company"?

- It's an inexpensive way to conduct an Employee Survey producing very useful results.
- To get a better sense of the challenges that need to be addressed in your organization.
- To benchmark your organization against other employers and "Best Companies to Work for in Alabama".
- Making the list has multiple benefits
  - Employee Morale
  - Recruiting
  - Marketing and Branding



# **Program Basics**

- Business Alabama Magazine, AL SHRM
- > www.BestCompaniesAL.com
- > Open to all businesses with 15 employees in Alabama
- 2-part assessment process
- Employer Survey 25% of evaluation
- Employee Survey 75% of evaluation
- Analysis and List Determination (Categories)
- Publication and Event
- Employee Feedback Reports Delivered

# Why Focus on Being a Great Place to Work?

The best opportunities for a competitive advantage exist with your people and their positive workplace experience.

#### Better Places to Work Have:

- Higher employee morale
- Enhanced retention and employee loyalty
- Employees who are more productive
- The benefit of employee "discretionary effort"
- More job applicants
- Better qualified job applicants
- Better customer service
- The ability to manage their way through tough times

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Average % Positive Response 2009 National Results

# I. Leadership & Planning

- Long term strategy
- Follow through of executives
- > Adequate planning
- Leadership cares about employees

National - 89%



Average % Positive Response 2009 National Results

### 2. Corporate Culture & Communication

#### Frequency of communication

- Transparency of information
- Emphasis on quality
- Spirit of cooperation

National - 89%



#### BCG: Eight Employee Feedback Focus Areas Average % Positive Response 2009 National Results

# 3. Role Satisfaction

- Do employees like their jobs
- > Are employees valued and feel like a part of the team
- Does the job make good use of employees' skills and abilities
- Do employees understand why their jobs are important National - 90%



Average % Positive Response 2009 National Results

### 4. Work Environment

- General working conditions
- Environmental issues
- > Amount of focus put on work space as an important element



#### BCG: Eight Employee Feedback Focus Areas Average % Positive Response 2009 National Results

# 5. Relationship with Supervisor

- Do employees feel fairly treated
- > Are employees respected by supervisors
- > Are vehicles of feedback successful?

#### National - 91%



Average % Positive Response 2009 National Results

# 6. Training & Development

- On-boarding assessment
- On-going training and development
- Clearly set expectations
- > Advancement and salary increases for performance

#### National - **82**%



Average % Positive Response 2009 National Results

# 7. Pay & Benefits

#### Issues of fairness

- Benefits satisfaction
  Health
  Retirement Plans
  Sick leave or PTO
- > Overall impressions of all benefits

#### National - 85%



#### BCG: Eight Employee Feedback Focus Areas Average % Positive Response 2009 National Results

# 8. Overall Engagement

- > Overall connection to employer
- Discretionary effort
- Career continuation with current employer
- Would employees recommend your organization to others

#### National - 92%



# Who Offers What (2009 National%)

- Average Tenure of CEO (12.9 yrs)
- Bonus or Incentive Programs (92%)
- > 401(k) (retirement) Match (78%)
- > 360 Evaluations (51%)
- Trade PTO for Cash (27%)
- Felecommuting (70%)
- Job sharing (29%)



Who offers what? (2009 National%)

Compressed Work Weeks (54%)

Childcare Subsidy (13%)

Fitness Centers on Site (42%)

Subsidized Fitness Clubs (52%)

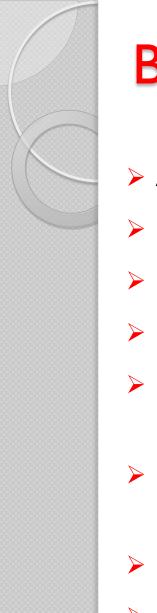
Eldercare Assistance (27%)

Free Daily Snacks (80%)



Who offers what? (2009 National%)

- EAP (Emp.Assistance Pgms) (76%)
- > Adoption Assistance (32%)
- Domestic Partner Benefits (54%)
- Tuition Reimbursement (80%)
- Paid Volunteer Time (69%)
- Recycling Initiatives (89%)
- Recruiting the Disabled (38%)



# **Building Great Places to Work**

- > Are you a Lousy, Good or Great place to work?
- Cultivate trust, not compliance.
- > Offer Experiences vs. Stuff.
- > Make sure employees know why they matter.
- Encourage two-way communication, not just information sharing. Collaboration vs. Control.
- Use the business to develop people vs. using people to develop the business.
- Search for inconsistent messages.
- > Relationships with supervisor and managers.



# Registration Deadline for 2011 March 31, 2011

www.BestCompaniesAL.com



# **Questions?**

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