

Becoming a “Best Company to Work for”



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Presented by: **Best Companies Group▶▶▶**

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Presentation Agenda

- “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

- Identify 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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BCG: Eight Employee Feedback Focus Areas

Average % Positive Response

2009 National Results

I. Leadership & Planning

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

National - 89%



BCG: Eight Employee Feedback Focus Areas

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%



BCG: Eight Employee Feedback Focus Areas

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

National - 93%



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%



BCG: Eight Employee Feedback Focus Areas

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%



BCG: Eight Employee Feedback Focus Areas

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%)
- Telecommuting (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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