

What Makes a Company Best Employer

HRM





Introduction

- Great place to work cares about and supports its employees while also challenging them to grow with the company.
- Building and maintaining a great culture requires leaders who are committed enough to devote time and attention to an effort that never ends.
- Great companies try to meet their employees' financial, mental, physical and emotional needs. As a result, employees are often more productive
- The foundation of a great workplace lies in a culture of trust and engagement that unites management and the workforce in a common vision that's not only about success but that describes the type of organization an employer wants to be.



Struggles Companies Face Attracting Quality Talent

- **Standing Out From the Crowd:** With so many enterprises competing for top talent, it's harder for companies attract the best people.
- **A Shortage of Skills:** Not only are companies competing for the best people; they are also competing for the most qualified people
- **Shift in Employee Needs:** Millennials are looking for more from their work benefits than just health insurance
- **Offering a Positive Candidate Experience:** Candidate experience is vital if the company wants good people to seek opportunities from the business.
- **Getting Past the “Stepping Stone” Mentality:** Young professionals tend to view jobs more as stepping stones than as long-term careers





STRATEGIES THAT ARE
USED BY GOOD
EMPLOYERS

Inspired leadership



finding ways to enhance the potential of those you lead in a way that works for them, and inspiring others to push themselves, achieve more and reach that potential.

Crucial actions include-

- Maintain Visibility:
 - visibility and accessibility of senior leaders help to build trust among employees.
- Provide Clarity and Focus:
 - relentless communication with employees provides a clear direction for the company
- Encourage Openness and Involvement:
 - employees are encouraged to give suggestions and feedback.



	The Best	The Rest
People Practices		
Average number of times the CEO communicates business information to employees per year	23	7
Percent of companies that use employee surveys	84%	69%
Percent of companies that have a formal program to encourage employee suggestions	85%	53%
Employee Perceptions		
I get enough good information about our organization's business results and performance.	86%	63%
I trust senior management to appropriately balance employee interests with those of the organization.	61%	44%
I see strong evidence of effective leadership from the organization's senior management.	72%	55%
I feel well consulted when major changes are made in this company.	51%	40%
I am inspired to do my best work every day.	79%	55%

Inspired leadership

This is the compilation of the Best Employers data from various studies and countries. Which shows a comparison on various factors between THE BEST and THE REST of the ranked companies.



Unique company culture

Companies are defined by the values and protocols set in place. This is what a company culture is. They describe how company beliefs are reflected in the experience of employees and customers.

- Job-Person Fit:
 - recruit the people who have the ability, drive, and mindset needed to help their Best Employer achieve success.
- Homegrown Talent:
 - Identify and encourage high-potential talent to promote the same beliefs



“Perkins, we need to talk about your understanding of company culture.”



Focus on growing talent

Talent management will play an even more important role in the new normal than it did in the past. Regularly analyzing talent allows HR to craft a personalized employee experience that plays to employees' strengths and sets them up for success.



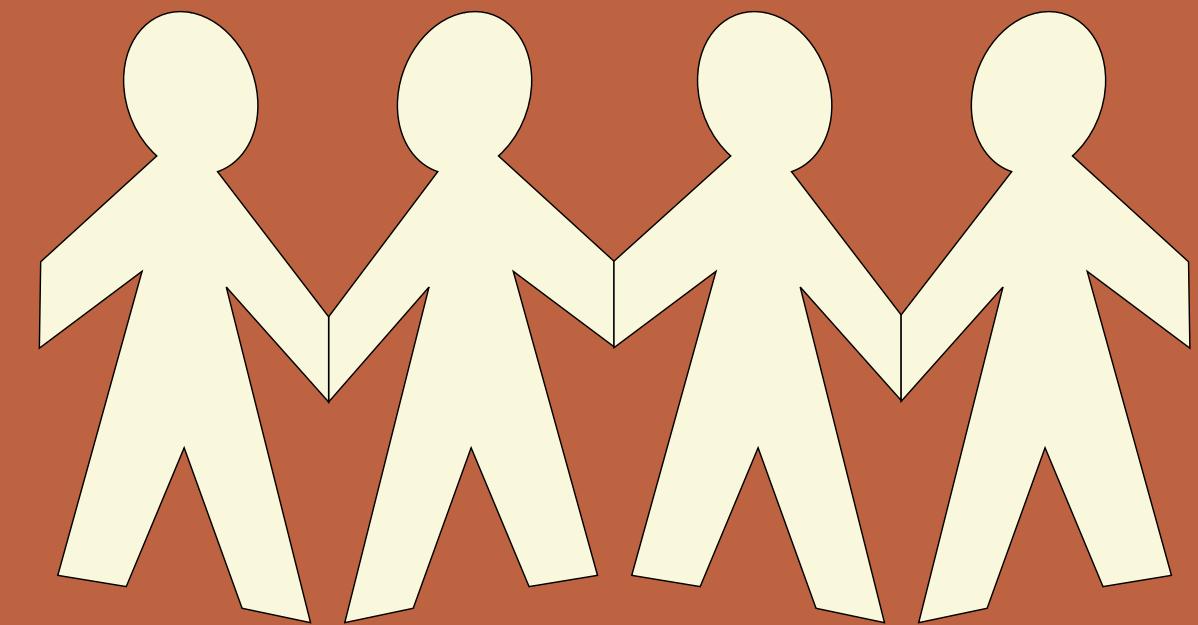
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Fairness

In a fair workplace, employees feel like they receive adequate compensation and have the same opportunities as their colleagues. Employees are also less likely to encounter politics, bias and favoritism in a company that practices fairness. Signs of fairness in the workplace include:

- Unbiased promotions
- Equal recognition and rewards
- Equal distribution of tasks
- Regular and open feedback
- Two-way performance reviews



Employees are more likely to work as a team if a company treats everyone equally and fairly.



Fairness

- 80% of employees across winning organizations said they receive a fair share of profits compared.
- 82% of employees at winning organizations said their workplace was fair.

UAE-based Blue Ocean Academy, an employee profit sharing scheme is key for retention.

CK San-Etsu Co., Ltd. a generous annual bonus and shareholder benefit program help employees build wealth as the organization grows its profits.



Aligned HR Practices and Excellent Execution

- Best Employers do not necessarily have more people programs than other companies, but the HR programs and practices at The Best are aligned with business strategies and are executed effectively.
- Best Employers make sure that their HR practices and programs are relevant to the business and valuable to employees.
- The Best identify and promote high-value programs that will drive employee engagement and business success.





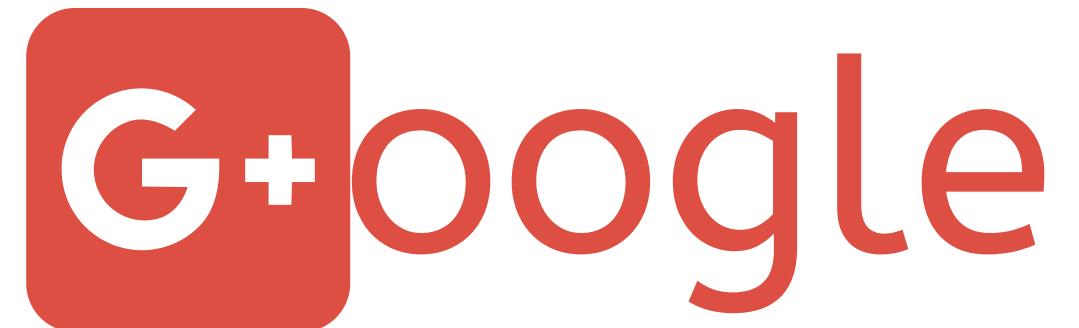
Put People First

Truly care about who they are as individuals, why they choose to spend a big part of their day working at your company, why you trust them to represent you to the external world, and their uniqueness.

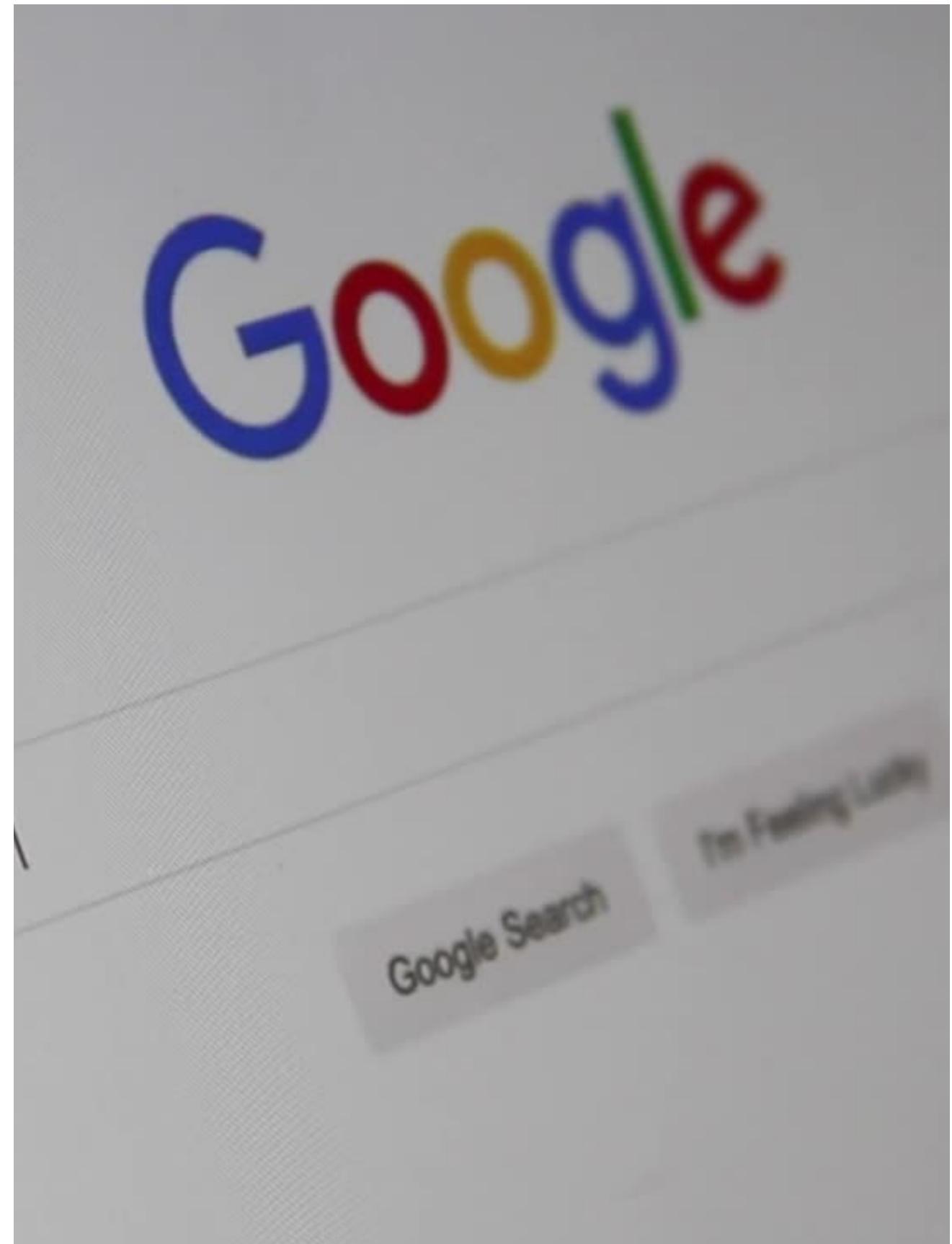


Case Studies





- Engineers get to work on product developments for services such as Search, geo products, YouTube, Gmail and Google calendar, used by millions of people worldwide. Projects like these require high-level skills.
- 1. Google looks at how employees think.
- 2. Google checks if they have the necessary knowledge.
- 3. Googlers are not only chosen for their technical skills but as their “Gooogleyness” – the ability to thrive in an environment of ambiguity, uncertainty and constant change.
- 4. Google looks at employees' leadership qualities.



The Randstad Employer Brand Research

The seventh edition of the Randstad Employer Brand Research was conducted among 1.65 lakh respondents in 26 countries.

Google is the company people in Switzerland would most like to work for, as rated in the Randstad Award 2016 research.

Google India has been named the most 'attractive employer brand', followed by Mercedes-Benz, according to the latest survey by HR firm Randstad.



FORTUNE

For the sixth year running, Google has landed the top spot on Fortune's list of the country's Best Companies to Work For.

Luxe Perks-

Free gourmet food,

Haircuts

Laundry services

Takes a rigorous analytical approach to morale-

Boosted its parental-leave policies,

Culture: Town halls held by black Googlers and allies

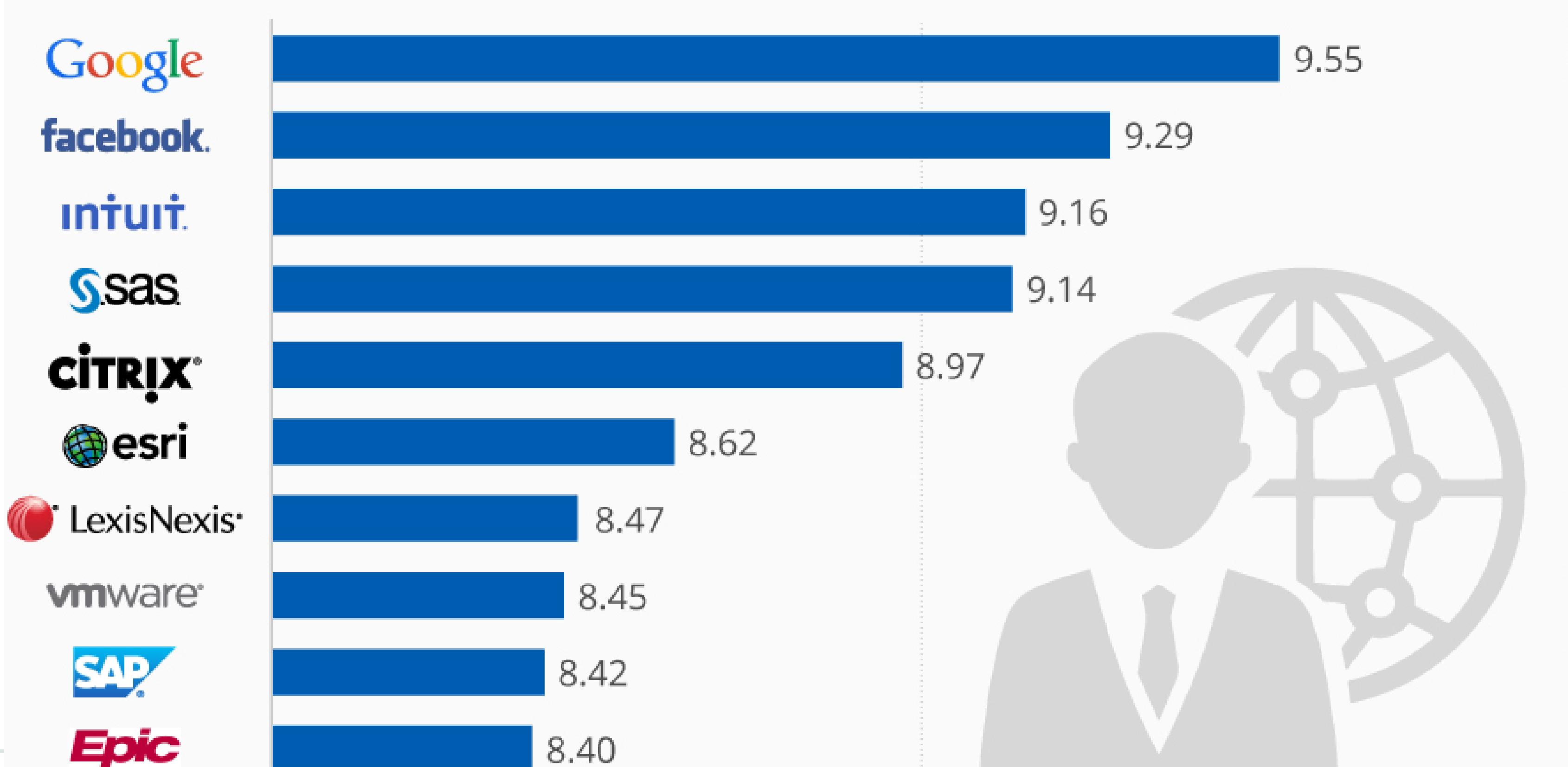
Support for transgender workers

Unconscious-bias workshops



Google Ranked As Top U.S. Employer In The Tech Sector

Top employers in IT, Internet, software and services, as ranked by employees*





Unique Company Culture and how Netflix does it?

Freedom and Responsibility

Hiring the best

Open disagreement

Valuing their values

Open the books

85% of employees feel they are paid fairly, **89%** are satisfied with their benefits and **79%** are satisfied with their stock/equity. **88%** of the employees feel their work place environment is positive

Traits of a Good Employer

1. Supportive Leadership

Set an example at the workplace where they can manage everyday problems and also support employees

4. Executing Practices

Aligning company practices with their individual ones can create sufficient space for growth, for their own selves and their employees.

3. Creating Opportunities

Employers should focus on capturing greater talent in the marketplace so as to create an efficient team.

2. Company Participation

A good employer ensures that their employees fit into the company's culture seamlessly.

5. Taking Responsibility

Employers should be able to take accountability for their actions and that of their employees

Thank you