

Achieving “Best Place to Work” Status

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September 18, 2012



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

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Presentation Agenda

- “Best Places to Work” Program Philosophy & Process
- Vermont Employee Survey Data vs. National Benchmarks
- Employee Engagement – Defined
- What the “Best Places to Work” are Offering
- Building “Great Places to Work”
- UK/SHRM Foundation Study Update



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Program Philosophy

- Identify and recognize outstanding employers in Vermont 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.
- Elevate the “High Bar” of workplace excellence in Vermont.
- Give Vermont companies the opportunity to gather valuable information about their workplace and culture.



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Program Process

- 6 years of identifying the Best Places to Work in Vermont
- Vermont Partnership
- www.BestPlacesToWorkVT.com
- Open to all businesses with 15 employees in Vermont
- 2-part assessment process
- Employer Survey – 25% of evaluation
- Employee Survey – 75% of evaluation
- Analysis and List Determination (Categories)
- Publication – April Issue of Vermont Business
- Employee Feedback Reports Delivered



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Seven Employee Feedback Focus Areas

Average % Positive Response

2012 Results (VT, National)



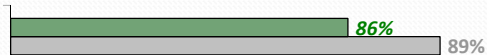
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2012 Results (VT, National)

Leadership & Planning

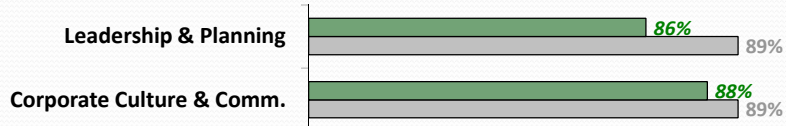


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Seven Employee Feedback Focus Areas

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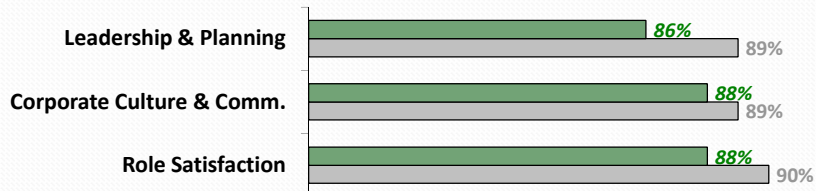
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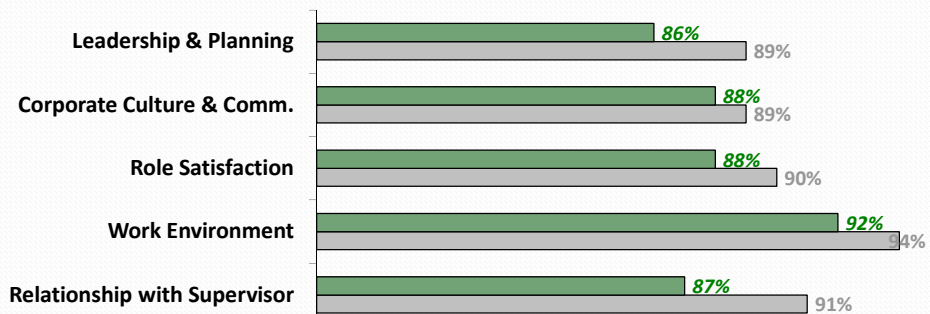
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Seven Employee Feedback Focus Areas

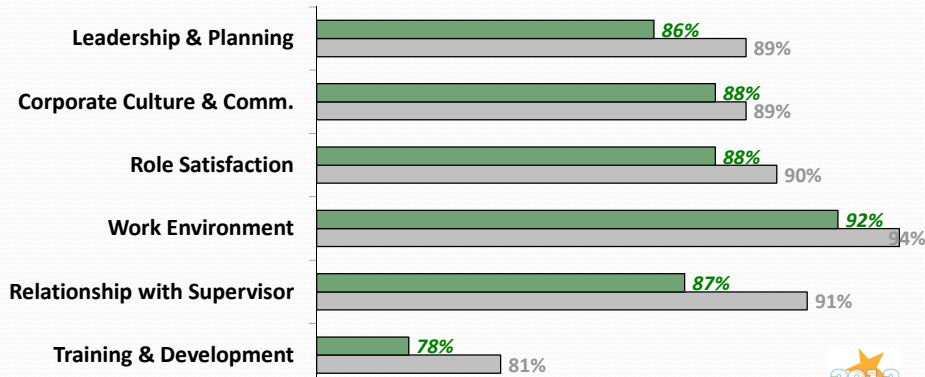
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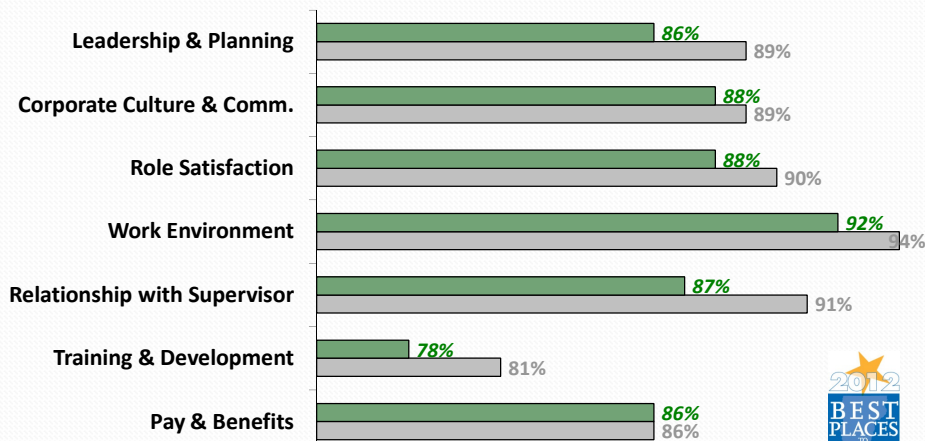
Average % Positive Response
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Seven Employee Feedback Focus Areas

Average % Positive Response
2012 Results (VT, National)



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Overall Engagement

How connected one feels to one's employer
A cross-section of satisfaction and contribution

- Willingness to give extra effort to help the company succeed.
- Planning to stay with the company for at least two more years.
- Willingness to recommend employment at the company to a friend.
- Willingness to recommend the company's products and services to a friend.

VT List - 93% BCG Lists- 93%
National Overall Engagement - 41%*



* BlessingWhite 2012

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Top 5 Drivers of Engagement (VT)

- 1) The leaders of this organization care about their employees' well being.
- 2) I feel I am valued in this organization.
- 3) My pay is fair for the work I perform.
- 4) I can trust what this organization tells me.
- 5) There is adequate planning of corporate objectives.

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What the “Best” are Offering (VT%, National%)

- New Hire Referral Bonus (36%, 73%)
- 1st Day Healthcare Benefits (20%, 24%)
- Healthcare Benefits for Part-Time Workers (50%, 49%)
- Employee Assistance Program (91%, 77%)
- Use a Paid Time Off (PTO) system (50%, 52%)
- Telecommuting (59%, 59%)
- Compressed Work Weeks (50%, 37%)
- Adoption Assistance (23%, 33%)

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What the “Best” are Offering (VT%, National%)

- Tuition Reimbursement (91%, 74%)
- Pay All or Part of Child Care (9%, 6%)
- Flexible Spending (82%, 82%)
- Free Daily Snacks (64%, 74%)
- Domestic Partner Benefits (59%, 57%)
- Paternity Leave (95%, 75%)
- Paid Volunteer Time (77%, 66%)
- On-site Fitness Facilities (82%, 72%)
- Fraternity Leave (0%, < 1%)

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Building Great Places to Work

- Find your baseline. Measure.
- Real improvement starts with a commitment from the top.
- Manager – Employee Communication.
- Simple conversations about connectedness.
- Remove obstacles to progress. Ask:
 - “What do you need right now for higher performance?”
 - “What is the dumbest thing you are working on right now?”
- Understand the individual drivers of engagement.
- Know your generations and what appeals to each one.



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Building Great Places to Work

- Search for conflicting messages.
- Offer Experiences vs. Stuff. Giving vs. Getting.
- Employee Engagement is not the sole responsibility of the employer. Employee self-awareness is key.
- Guard against checklist mentality.
- Focus on communication that is genuine vs. patronizing.
- Dealing with the Disengaged...Invite up or out.
- Manage expectations...strategy, time, persistence.
- *Recommended Reading:*
 - *BLESSINGWHITE's Employee Engagement Study.*
 - www.blessingwhite.com
 - *The Carrot Principal.* Adrian Gostick and Chester Elton

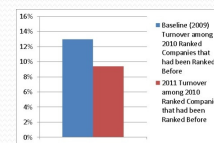
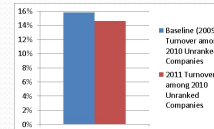
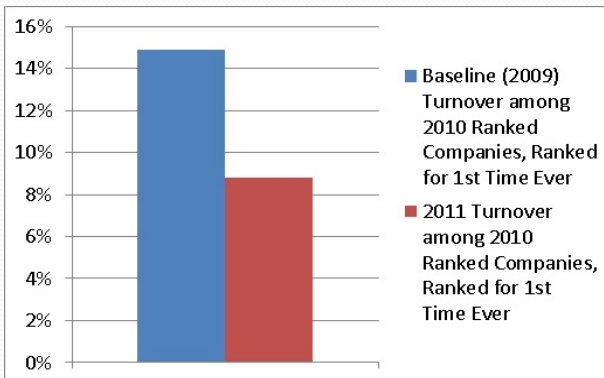


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UK/SHRM Foundation Study Update

Impact BPTW rankings have on Voluntary Turnover?

Ranked for the first time ever in 2010:



...appears to be some premium on a "1st time" ranking

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Registration Deadline for 2013

November 2, 2012

www.BestPlacesToWorkVT.com

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