

Is your company Great?

- It always made me wonder what it was that made a particular company better than another to work for. I kept reading about surveys, hearing about claims of being a great place to work. Etc.
- But what is the detail?
- If the criteria used to measure the results are the basis of success, then it would make sense to at least consider them as a foundation of building a culture. In theory this should then lead to higher retention of staff, lower turnover of staff and better attraction strategies.
- So I went to the times 100 best small companies to work for and looked at the criteria. My thoughts are perhaps oversimplified, but what if, what if we built a strategy for each of the criteria, became excellent at them, would that not lead to acting like you were in the top 100 and subsequently having better workforce, the engine of the business?

What makes a "great company to work for"?

How the Times measures the top 100 best companies to work for



- Leadership
- Wellbeing
- Personal growth
- My manager
- My team
- Fair deal

Leadership



- How employees feel about the head of the company and its senior managers.
- Can they relate to them and approach them or is it a "them" and "us" culture
- Do they inspire
- Do they micro manage or empower
- What is the relationship? Open or closed, instructions or creative?

Wellbeing



- How do staff feel about the stress, pressure
- How do they feel about the balance between their work and home duties.
- Of course we have stress in today's world, but what if anything is the business doing to help?
- Do they feel VALUED?

Giving something back



- How much companies are thought by their staff to put back into society generally and the local community
- Is their value system in line with what they think it should be?

Personal growth



- To what extent staff feel they are stretched and challenged by their job?
- Is there a vision for the individual
- How about a career plan as to where they are going?
- Are they excited?

My manager



- How staff feel towards their immediate boss and day-to-day managers.
- For me one of the biggest areas. You can work for the best company in the world but if your manager is one you cannot work with or for, then there are big problems.
- THIS IS A KEY AREA FOR HIGH ATTRITION
- Does the manager have credibility
- Do the team buy into the manager
- Is the person inspired by the manager

My company



- Feelings about the company people work for as opposed to the people they work with.
- Does it represent them and their values?
- Are they proud to say they work there?



My team: How staff feel about their immediate colleagues



Fair deal: How happy the workforce is with their pay and benefits

These are areas measured by times 100 small companies



My feelings are that you become great in all these areas,
you simply become great