



# CONNECT 2017: Workforce Development Exchange: BE the Employer of Choice



*Positioning your business as an Employer of Choice is not necessarily easy and it's certainly not a quick fix. It is something that requires a consistent and concerted effort and, above all else, follow through.*

Below are the ideas that were shared for each topic:

## **CORPORATE CULTURE**

What specific things do you do to make people want to work for you?

If I were to ask your employees to describe your corporate culture in one word what would it be?

- Do things that make people want to work for you
- Make a caring environment – treat people as you want to be treated
- Mentor
- Reputation of business
- Employee Meetings – communications – tell what is coming up – new job – won't advertise in paper- current techs are referrals – transparency
- Unique atmosphere – don't take every job
- Recruitment bonus – tiered – not necessarily \$\$
- Corporate culture in one word: family
- Corporate culture in one word: honesty
- Bonus incentives and gift cards for reaching goals
- Hiring Bonuses
- Provide benefits: medical, dental, vision, 401K, holiday pay, apprentice school
- Take truck home
- Weekend activities
- Continued education
- Once a month free lunch
- High stress times – massage therapist comes in
- Encourage leaving the office to get a break from their work environment
- Healthy box lunch in a cooler

## **CORPORATE CULTURE (cont.)**

- Financial planner explains budgeting; In evening so spouse can come
- Up to date technology – young people will not work for a company that has outdated tech
- Time Clock App
- Company Facebook page with pictures of employees
- Tweet out compliments from customers
- Snapchat out to staff – have a great day!
- All employees in profit sharing
- Creating a culture that fits all generations
- Showing the depth of careers in industry
- Engage in different aspects/tailor message to each audience
- Mentoring / Creating relationships
- Take their ‘likes’ and apply to what they can do – creates longevity
- Set the example by treating with respect and providing opportunities
- Treat your team with respect and provide career paths
- Granola bars in the kitchen
- Do not underestimate “thank you”
- Having clear and concise exit strategies in writing makes for less stressful family companies
- Succession planning
- Let employees start at a time that is convenient for them as long as it is the same time
- Family first with flexibility next
- Every employee gets a new pair of boots every year
- Company picnic every year
- Offer Dave Ramsey course on financial services for young people
- Do a WOW moment complimenting an employee on a great job they did for a customer
- Recruitment bonus
- Friday before holiday have techs clean trucks and organize lunch and then let them go home

## **FAMILY BUSINESS**

I’m not a member of your family. What are you doing as an employer that shows me I can be treated the same as a family member, and, that I have path to move upward in the company.

What specific things are you doing as a company to promote work-life balance?

- Promote work/life balance
- Created event, i.e., bowling
- Family leave, i.e., pick up sick child
- Birthday – Free day

## **FAMILY BUSINESS (cont.)**

- Post jobs open to all employees
- What are you doing for next generation?
- Treat all equally
- Never ask to do anything you would not do yourself
- Avoid family bickering and perception that family employees are not productive
- Find strengths and learn weaknesses
- Working together through get-togethers
- Bring significant others to a meeting offsite
- Same policies for family and employees sets good example
- Family goes through same training as everyone in company

## **LOW COST PERKS/SURVEYS**

How do you use surveys to gauge the interest of your employees? How do you communicate the results of the surveys?

What sort of low costs perks do you use? Sam's Club membership, Fitness Center reduced rates, etc.,

- Use "Review Buzz" & give prizes for points accumulated
- Tuition Reimbursement
- Health club
- Use outside company to survey employees & customers
- No more than 5-8 questions on survey
- Every Tuesday give "Atta Boy" gift cards
- Wednesday "What's Up?" for customer's WOW
- Recognize the good things
- Have snacks, occasionally cater breakfast
- Birthday recognitions
- Secret Santa at Christmas
- Discounts to family & friends
- Allow use of company owned tools and equipment but have penalties for misuse
- Free lunch once a month
- Massage therapists monthly
- Offer healthy lunches designed by dietician and train employee's family how to cook healthy
- Offer financial and budget training to employee and family
- Lead Employee Assistance Fund – funded by employee contributions and company match
- Money Grab Machine – for most sales that month
- Company picnic – Awards for attitude
- Completing survey makes you eligible for prizes
- Eagle stickers for safety
- Award employees with tools & boots, etc., after survey is completed

## **LOW COST PERKS/SURVEYS (cont.)**

- Company shirts with logo
- Free financial planning with Dave Ramsey; awards for participating
- Bring in Crisis Contact Person (through owner's church)
- Holiday Weekend – Friday is shop clean up; done by noon; fully paid; extra-long weekend
- Tool Box Talks
- Make employees feel part of company through inclusion in business decisions
- Cross training – office/shop/techs
- Do you feel like management listens to you? Reactive to needs
- Bring in special foods
- Reimburse gym membership
- Wow moments rewarded with gift cards
- Uniforms, hats
- Bereavement policy for next of kin

## **HR Policies**

What do you have in your written HR policies that show you value me as an employee?

What sort of communication vehicle(s) do you use when dealing with employees that show you care?

- Policies are usually more negative than positive. Make them positive for employees
- Paid sick time
- Employee of the week/month
- Generation that expects rewards – print out certificates, gift cards
- Go back to old Gold Star system
- Flexibility – Employee going through divorce, personal issues
- Whether you think it should be done or not, if you are told to do it, do it
- Offer a lot of training
- PTO vs. Vacation and Sick Leave
- Focus on Outcome vs Time Worked
- Value of safety to the employee