

Lunch and Learn

April 13, 2005

Presented by:
DRAKE & Associates, Ltd.
Mary Lou Drake, President

Human Resources: How to structure your company to become an Employer of Choice...

Being an **Employer of Choice** helps an organization achieve higher levels of success over an extended period of time. Employees want to be part of a winning team! This requires a corporate culture which encourages and promotes the appreciation of your human resources. Such **Employers of Choice** have enlightened employee relations practices and customer services processes that assure consistency of effort and quality delivery. As we have discovered, staff productivity is directly related to their satisfaction with their work environment and the work they do.

How do you identify an **Employer of Choice**? Think in terms of what attributes you think are important to being an Employer of Choice? How do you want others to view your company?

By the following attributes:

- Low turnover
- Stellar employee morale because employees understand, feel engaged with and have meaningful involvement with the mission
- Goals are clearly defined and communicated
- Substantial investment in employee development and growth
- Employees viewed as an asset, not a liability
- Employees skilled in effective communication and conflict minimization
- Work/Life Balance Employees appreciated for their contribution
- Employee friendliness to customers and on-time delivery to customers
- Marketplace reputation second to none
- Focus on the community

Questions?