

PacRim Marketing Group - A Best Place to Work

Creating a Best Place to Work is not easy. This year, only 70 companies and nonprofits in Hawaii made the grade, but the years of effort by each of them to build such a workplace pays off every day.

Best Companies Group conducts a confidential survey of employees that measures satisfaction and engagement in eight categories. Because the survey is confidential, employees are honest and forthcoming: They reveal the good, the bad and the ugly about the organizations they work for.

Survey results account for 75 percent of a company's score. The other 25 percent of the score is based on the employer questionnaire filled out by the company's HR managers that details benefits, workplace rules and other factors.

This year's 70 winners have employees whose level of "emotional connection" to their employer is extremely high. That means that on average those employees:

- Plan to stay with the organization at least two more years, which reduces turnover and ensures stability.
- Are willing to recommend their workplace to a friend or relative.
- Are willing to recommend the company's products and services to a friend.
- Are willing to make an extra effort to help the organization succeed.
- Look forward to going to work most days, which means enthusiasm and effort on the job.
- Believe their jobs provide meaning and purpose.
- Are proud to work for the organization.
- Feel the organization has created an environment where employees can do their best work.

Which factors are most important in determining whether a company becomes a Best Place to Work? Here are the top 10 factors for this year's list:

1. I feel part of a team working toward a shared goal.
2. I have confidence in the leadership of this organization.
3. I like the type of work that I do.
4. Overall, I'm satisfied with this organization's benefits package.
5. Most days, I feel I have made progress at work.
6. This organization treats me like a person, not a number.
7. There is room for me to advance at this organization.
8. At this organization, employees have fun at work.
9. My supervisor handles my work-related issues satisfactorily.
10. I'm satisfied with the amount of vacation (or paid time off).

HOW THE BEST PLACES TO WORK ARE SCORED



Courtesy: Hawaii Business magazine