

## BECOME AN EMPLOYER OF CHOICE

Your company's reputation in your industry and community is one of your most valuable recruitment assets. When current employees, customers, suppliers and competitors recognize that your company is a great place to work, potential employees will clamor to work for you.

**To attract and keep the best, become an employer of choice:**

- **Create an employee-friendly environment.** Make employee well-being a core value. Stress respect for all employees.
- **Pay better than the competition.** Benchmark compensation trends in your industry and local job market and pay better than average.
- **Offer attractive benefits.** Your company's package should include the basics—medical coverage, paid vacation and retirement savings—and as many other desirable benefits as you can afford.
- **Recognize and reward performance.** Let employees know when they've done well. Tie compensation increases and incentive programs to specific goals aligned with business objectives.
- **Commit to open communication.** Let employees know how the company is doing, where you're going and how they fit into the bigger picture. Create systems and strategies to foster internal communication.
- **Empower employees.** Share decision-making responsibilities. Create a safe-to-fail environment.
- **Be sensitive to work/life balance.** Provide flexible scheduling and alternative work arrangements.
- **View training as an ongoing investment.** Provide opportunities for career and personal growth for all employees.
- **Embrace diversity.** Recognize that diversity can be a source of competitive advantage. Adjust recruiting strategies to target diverse applicants. Work to enhance understanding among employees.
- **Make work fun.** Find ways to help employees enjoy working for your company.

Don't forget that it's not enough to be a *good employer*—people must know you are a good employer. To enhance recruitment and retention, consistently promote what differentiates your company both internally and externally.