

How To Figure Out If Your Company is an Employer of Choice

- Your organization appears on “best lists” in leading business publications _____
- People in your target population know your organization’s name and have a positive opinion _____
- When top talent are asked where they would like to work, they name your organization in their top three choices _____
- Your HR and people practices are mentioned in top trade publications _____
- You have received an award for workplace excellence in the last five years _____
- Employee referrals make up more than 50% of all hires _____
- You hire away more top talent from your competitors than they do from you _____
- Managers at talent competitors speak positively of your organization _____
- Recruiters list your organization as a top employer _____
- At least 10% of employees that voluntarily quit in the past three years have returned, and 50% of former employees express an interest in returning _____
- Employees consistently refer to your organization as a ‘great place to work’ _____
- Turnover of your top 25% rated employees is below 5% _____
- Your CEO regularly refers to HR or people practices as critical to your organization’s success _____
- Interest at job fairs exceeds your top direct talent competitors by at least 50% _____
- You get 50% more web hits on your career page than the industry average _____
- There is a published book citing your organization or CEO within the last 5 years _____
- Your CEO has wide name recognition _____
- You have an employer of choice or employment branding manager _____
- WOW programs and best practices are highlighted in local press _____
- Product advertising also represents the employee experience _____

Adapted from “HR Metrics, The World-Class Way” by Dr. John Sullivan



Employer of Choice or Employer of Last Resort?

Talented workers expect to work in a positive environment, report to 'managers of choice', be inspired by their leaders and feel valued, connected and proud. **Have you earned the right to attract, optimize and retain the best talent?**

We offer a simple five-step strategy to build workplace excellence and gain the reputation as an employer of choice so your organization can attract, optimize and retain the top talent you need to meet and exceed your business goals.



“You provide a systematic model to build a sustainable ‘employer of choice’ organization. Better than every presentation at the Great Place to Work conference.” - VP HR, Encore Capital Group Inc./MCM

Get Your Excellent Workplace Scorecard

Find out how well you score on each of the five Excellent Workplace competencies and receive actionable recommendations. [More info](#)

From Zero to Sixty in 24 Months: A Case Study

Cobham Sensor Systems increased revenue by 18%, improved profitability by 78%, reduced turnover by 60% and improved quality by 14% in just 24 months using our Excellent Workplace strategy. [Learn more](#)

To learn more about how we can help strengthen your company’s reputation as an employer of choice, please contact:

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