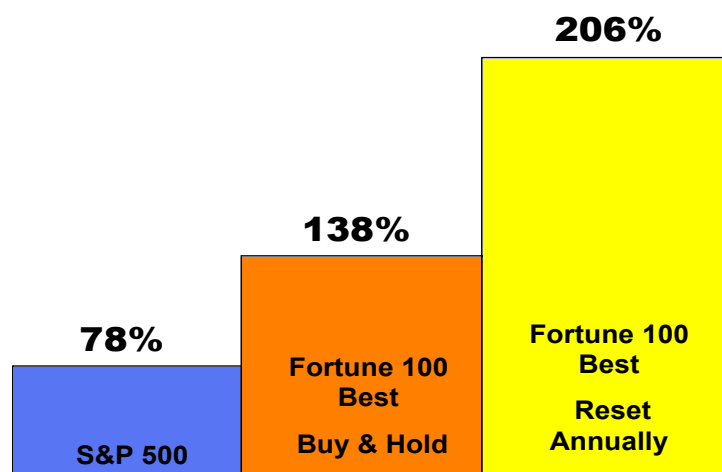


Employer of Choice Practices Increase Financial Performance

There is considerable evidence to suggest there is a strong link between an Excellent Workplace 'aka' employer of choice organization and financial success.

Comparison of financial results with Fortune's *100 Best Companies to Work for* list (1998 - 2007) cumulative return



The Russell company compared a hypothetical portfolio of stocks from the companies that were on the Fortune 100 Best Companies to Work For list with a portfolio of stocks from the Standard & Poor's 500 (an established stock market index similar to the Dow Jones industrial average). Above a demonstration of the cumulative return from 1998 to 2007. Money invested in the "100 Best" portfolio would have returned almost two times more than the same amount a portfolio in the S&P 500 over the 9-year period. The results were even more remarkable if, instead of holding onto the stocks of the 100 best companies, an investor had adjusted his/her portfolio to reflect the changes in the list annually. (Every year, a new list of the 100 Best is published based on the Great Place to Work Institute's annual survey. Typically, about 20 companies are replaced.) If investors updated their portfolio with each year's 100 Best list, they would have seen the original investment outperform a comparable S&P 500 portfolio by a factor of almost three.



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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ALLIANCE FOR ORGANIZATIONAL EXCELLENCE LLC