

# Your **checklist** to becoming a Best Place to Work

Let's get you started on the path to building a work culture that makes employees say, "I love working here!"

## **Make sure your mission, vision, and values are known and internalized by all members of the organization:**

- What is your business? What do you do?
- What is your purpose? What do you want to achieve?
- What is your competitive advantage? What differentiates you from your competitors?
- What are your business ethics?
- What do you believe in?

Can you answer all the questions above? Can managers and employees answer them?

How can you ensure that the entire organization internalizes the values and objectives (workshops, events, etc.)? How can you constantly remind your workforce of your values and objectives (wall murals, email signatures, etc.)?

## **Cover at least part of employee health insurance:**

- Do you offer a competitive benefits package to your employees?
- Do you offer full health coverage? Dental insurance?
- And what about life insurance or retirement plan?

## **Promote diversity and inclusion:**

- Do you offer training on gender equality?
- Have policies that promote equality been implemented in your company?
- Are employees aware of these policies?
- Are there company events in which all members of the organization are invited?
- How many employees are there in total?
- How many of them are men?
- How many of them are women?
- Which minorities are there (talking about race, disabilities, LGBT+ )?
- Which percentage of these minorities constitutes entry levels?
- Which percentage of these minorities constitutes the management?
- Which percentage of these minorities constitutes the executive level?
- Which percentage of last year's promotions belongs to any of these minorities or is a woman?

## **Give well-deserved paid time off (PTO):**

- How many vacation days do employees have? And sick days? And what about personal days?
- Does your company distinguish vacation days from personal or sick days?
- In case you do, have you considered moving to a general PTO system? This will provide more flexibility to the employees.

**Give back to communities:**

- What's your company's core competency?
- Are there any related advocacies that the organization can make a contribute in, whether through skills, donations in cash or in kind?
- Is your company currently supporting any cause?

**If yes:**

- On average, which percentage of your employees sign up or attend the events that you organize related to this cause?
- How many times a year do you invite your employees to participate?
- If you consider that the numbers above can be improved, how would you do to make your employees more eager to participate?

Tip: Consider organizing specific days a year where employees can get involved all together.

**If not:**

- Write a list of causes that resonate with the company's mission and values:
- Out of that list, choose the one that better fits your organization in terms of values, but also in terms of reachability.
- How would you communicate and promote a culture of solidarity within the company?

This point allows companies to have the opportunity to contribute to improving society and the social wellbeing of those who need it most. It is a conviction, and shows a clear determination to change the world.

**Offer short or long term disability insurance:**

- Do your employees lose part of their income due to illness or injuries?
- Do you offer short-term disability insurance? And long-term?

**Strengthen the connection and accessibility to management:**

- How many times a year do you have "town hall"-type meetings?
- Which kind of topics are covered?
- Do you have an open door policy?

Write down your ideas to make management more accessible.

**Focus on open and effective communication:**

- How many times a year do you give feedback?
- Is feedback given just from management to reports, or also the other way round?
- How do you communicate business/area objectives to your employees and between areas?
- Do you have a newsletter?

**Continually improve leadership skills:**

- Are employees aware of the company's vision and mission?
- Are the objectives and goals well communicated by the leaders to all the members of the organization?
- Are the leaders able to influence the team members?
- Are the leaders' opinion taken into account? In case they are, is it because of authority or because they are based on consistent arguments?
- Do the leaders have the capacity to listen and take into account the opinions of the team?
- Do the leaders admit their own mistakes and recognize the successes of others?

Is there a participative and positive organizational climate? Is it promoted by the leaders?



### Recognize your team:

- Do you give the award of the employee of the month?
- What effect do you think it will have/ currently has on the company?
- Are regular check-ins with employees and line-managers scheduled?
- How do you celebrate early wins?
- Do you call your employees to your office just to chat with them and to tell them what a great job they are doing? They will feel especially satisfied to receive honest gratitude for a job well done.
- Does your company have a celebration calendar in the workplace? Just the small act of bringing a small birthday cake on each employee's birthday date, can make a difference.
- Do you encourage social media recognition? For example, you can highlight an employee of the week on the companies' social media. In addition to making them feel great and recognized, it can also strengthen the confidence of customers who follow you on social media.
- Who doesn't like a free lunch? By inviting them to lunch, they will feel valued and you will have time to get to know them more. Another option would be to bring lunch to them, by catering the food to your company.

### Invest in training and development:

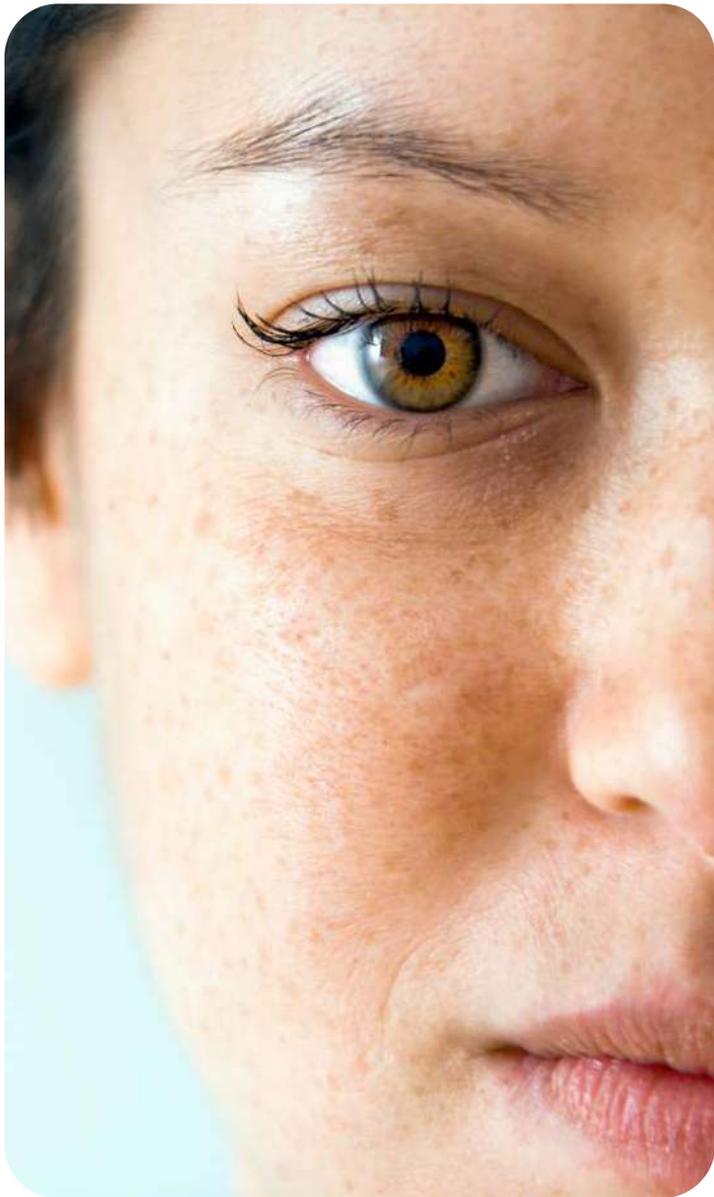
- Do you know well your employees opportunity areas in terms of skills?

If you don't know your employees' opportunity areas or their struggles when performing their jobs, you won't be able to identify their training and development needs.

- Do you have a way to identify what training is needed by your employees?
- Can all of your employees access training programs?
- How many times a year do you provide training?
- It is important to make these programs available for everyone.

### Consciously build trust and transparency:

- Is there trust between managers and employees?
- Is there transparency to communicate, even the bad news?
- Are employees confident to speak up?
- What do you think you could do to increase employee confidence?

**Encourage flexibility and work-life balance:**

- Are your organizational policies in line with all the national legislation for employment and workplace flexibility?
- Are employees' specific needs with time management assessed? How do you do it?
- Are you open to delaying a deadline so, for example, an employee can stay home with their newborn a couple of weeks?

**Measuring work culture and environment:**

There may be some points that are difficult to measure in an objective way, like engagement, communication, or if there are frictions between areas that need intervention or could be improved.

- How are you currently measuring these indicators?
- If you do so with surveys, how many resources does it consume in terms of application time and productivity?
- Do you give your employees any kind of reward for answering them?
- How much does it all cost?

According to a Harvard Business Review Study, companies that are **\*\*actively measuring\*\*** how their employees are doing in terms of **\*\*wellbeing and engagement\*\*** are better able to identify and act upon opportunity areas in a timely manner, than those who are not.

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