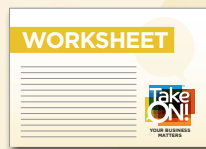


## AT A GLANCE:

# A GREAT PLACE TO WORK



## WHAT'S THIS THEME ABOUT?

Any business of any size, industry or location can become a great place to work and every one does it in their own special way. Great workplaces are not only better to be a part of; seriously great workplaces outperform those that aren't, in a number of key business areas. Here are some examples.

### Great places to work:

- Demonstrate higher levels of productivity and profitability.
- Perform better financially and can better handle economic downturns.
- Generate greater innovation, creativity and risk taking.
- Reduce negative stressors on employees.
- Experience less undesirable staff turnover.
- Receive more, higher quality applications when recruiting.
- Experience higher levels of customer satisfaction and loyalty.
- Benefit from enhanced public perceptions as a brand that people can trust.

In **A Great Place To Work**, your people will answer important questions like:

- What makes our business a great place to work?
- How do we compare to others?
- What can we all do to make our business an even better place to work?
- What will we do differently from now on?

## WHY IS THIS IMPORTANT?

**“A great place to work is one in which you trust the people you work for, have pride in what you do and enjoy the people you work with”**

-The Great Place to Work Institute

According to Sam Walton, the founder of Walmart, it only takes a few short weeks for a new team member to start treating customers the way they experience being treated at work. The way we treat each other, our working environment, our sense of purpose and our interest in our work and each other, inevitably comes across to our customers.

## IDEAL OUTCOMES

- Increased appreciation of what makes your business unique
- Increased pride in belonging to your business
- Better team work and productivity
- Improved understanding and communication
- Increased staff satisfaction and retention