

## Work Booklet 1

### Introduction to Human Resources

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## SECTION III: Becoming an Employer of Choice

### What is an “Employer of Choice”?

An Employer of Choice (EOC) is “able to meet growth and profitability goals because it attracts and retains the quality and quantity of employees it needs.”

From *Competing for Talent: Key Recruitment and Retention Strategies for Becoming an Employer of Choice* (Nancy Ahlrichs, Davis-Black Publishing, 2000)

### Why Become an Employer of Choice?

Employers of Choice enjoy the following benefits:

- Increased productivity with all staff working toward the same goals in an aligned process
- Increased profitability through better performance from motivated, well-trained staff
- Increased customer satisfaction through well-trained staff who understand the importance of customer service
- Increased job satisfaction through staff who better understand their roles and contribution to the company bottom line
- Reduced absenteeism through engaged, healthy, happy employees
- Reduced turnover through more motivated and loyal employees

## Work Booklet 1

### Introduction to Human Resources

---

#### **How do You Become an Employer of Choice?**

Becoming an employer of choice is not a “one size fits all” approach.

To become an Employer of Choice, you first need to figure out what makes you unique as an employer – your brand, your business needs, the kind of people you need to attract and what they want from an employer. In order to do this you first need to understand:

Why do Good People Leave?

- They leave for all the reasons listed below.

What do all of the reasons listed below have in common?

- As an employer, you have the ability to control them all.

#### **The Top 10 Reasons Why Employees Leave:**

1. Under staffing
2. Poor communication
3. Lack of challenge/growth
4. Lack of empowerment
5. No recognition
6. No work life balance
7. Poor company culture
8. Bad promotional practices
9. No job enjoyment
10. Life situation changes

## Work Booklet 1

### Introduction to Human Resources

---

### 3 Steps to becoming an Employer of Choice

First ask yourself:

1. What do you need/want as an employer and business owner?
2. What do your employees need/want?

Now understand:

3. To become an Employer of Choice, you need to balance both employer and employee interests to create a win/win environment.

#### What Employers Need:

- Competent people who get the work done
- A stable workforce; people who will stick around
- High levels of performance
- Customer satisfaction and loyalty
- Profit

#### What Employees Need:

- To be inspired, involved and engaged
- To feel that work is more than a pay cheque, but rather a shared cause they can be a part of, a greater good
- Enlightened leaders who give proper direction and involve employees

**Remember:** *Growth, meaningful work, involvement, and fun have all been shown to be more important to employees than money.*

## Work Booklet 1

### Introduction to Human Resources

---

#### **Employer of Choice – Win/Win**

When you combine employer and employee interests, you create a win/win environment where people choose to work for you when presented with other options. In this environment employees say great things about you as an employer, stay with you longer and work harder for you. As an employer of choice you are able to attract and retain top talent and maintain consistently high levels of customer service.

#### **10 “Employer of Choice” Principles:**

1. Leadership and role modeling
2. Meaningful work
3. Employees make a difference
4. Positive stated company values
5. Positive organizational culture
6. People-focused practices
7. Performance-based compensation and benefits
8. Work/life balance
9. Employee support
10. Employee involvement in decision-making

This completes Work Booklet 1: Introduction to Human Resources.

#### **Other booklets in this series:**

- Work Booklet 2: Developing your Human Resources Strategy
- Work Booklet 3: HR Resources

## **Disclaimer**

Please note that Comox Valley Economic Development Society cannot guarantee that your company will be successful in recruiting and retaining employees after following these guidelines.

The HR Toolkit is a reference guide. While every effort has been made to ensure the accuracy of the information contained in the HR toolkit, Comox Valley Economic Development Society is not responsible in any way for damages arising from the use of the HR Toolkit.

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