

## My Advice for Organizations Wanting to be a Best Place to Work is ...

By Brad Skillman, president, The Skillman Corporation



For an organization to be successful across generations, its leadership must invest in their most important asset – their people.

All organizations wishing to thrive and be an industry leader must make the manner in which they hire, train and develop their organization's future leaders a core value of their corporate mission. This means putting in place practices and policies that support this core value.

The Skillman Corporation is very fortunate to have a history of long-tenured employees. Our current average tenure is 15 years. This stable employee base comes from a corporate culture that puts the long-term needs of our employees and their families first.

Our organization has made significant financial investments in our employees, including competitive wages, benefits and a profit-sharing program. Skillman provides continuing training and educational programs for all employees. This is a minimum that all good organizations should provide.

The culture of an organization also has a big impact on employee development and retention. We believe that it is our responsibility to leave the Skillman Corporation in a better condition than how we found it. In other words, our leadership has a sense of responsibility to give their time, mentoring and guidance to the future leaders in our firm. This has a significant positive impact on the way we function as a team and support one another.

This team culture also results in better customer service and loyal customers. Having long-tenured employees helps secure and solidify relationships with our clients. Our employees are able to focus their attention on the needs of our clients because they know their jobs are secure and they have a management team that supports them.

My advice: Provide a culture that takes care of your employees, takes care of their families and they will help you take care of your clients and provide success for your organization that can last for generations.