

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

By Nick Taylor, owner/business development, E-gineering



Be genuine and care deeply about your employees and clients. We believe that people come before profit. Placing others first positions an employer to keep on the forefront of what employees would want in a company.

Employees wonder, “What workplace can I call home, because they believe that I’m important?” More often than not, family is top priority for employees. Employers who place these values as the most important, and have a no-compromise commitment to these values, will likely attract grateful employees. And grateful employees are loyal employees. When employees see this same commitment to clients and how they are serviced, they will likely confirm why they work for who they do.

A commitment to the growth of employees’ careers also retains and sends the right message. Yes, hosting fun events and creating a vibrant atmosphere is important. But with employers who are genuinely committed to their employees, these events and best practices will be a result of truly caring for the employees.

Finally, it’s impossible to fake genuine care. Sharp employees – the kind you want to attract and retain – see right through pretense. You can have all the best employee programs and a fun office, but unless you truly value people above profit, the great people will never feel truly connected and they’ll move on.

By Bob Falk, president/CEO, Purdue Federal Credit Union



First, you need to figure out what is the key to your company’s success. Some companies believe their product or their pricing is the key to success, but our organization completely understands that it is our employees that make the difference.

Our product is the commodity that can only be delivered by people that understand our customers’ needs and build solutions to satisfy those needs. So, once you figure out that having the right employees on your team is the key to success, you should do everything possible to get the best people available in the market on your team.

I will caution you about one thing: Being named a Best Place to Work involves more than just finding the best people. In order to truly be a great place for employees to spend over 2,000 hours per year, you need to listen to your employees and you need to act in their best interest.

You might not like what you hear from your employees, but you need to listen. You may not be able to act on every comment, but you need to explain why you can’t act on a particular topic. Basically your leadership team needs to engage. Engage regularly and engage often. This is not the job for only the HR leader; this is the job of the CEO, vice president, manager and every leader within your organization.

By Brad Shaw, managing director, Blue & Co.



Blue & Co. takes its ranking on the Best Places to Work list very seriously. We recognize that our people are what make us unique. They make us who we are. We think that listening carefully to the feedback of your workforce and acting on it in a thoughtful and meaningful way provides the foundation for your company to become an employer of choice.

As part of this, we use the information gathered from the Best Places to Work surveys to gauge areas for process improvements throughout the firm. We address each suggestion in addition to seeking further feedback that highlights specific operational and cultural matters.

Blue’s leadership team publicly talks through all feedback during our Town Hall meetings each year, no matter how difficult the conversation. The firm views this candid dialogue with employees as a valuable opportunity for improvement and education.

In addition to listening to our people, we also pride ourselves on creating a culture of caring through our active support of community initiatives in each office. We work hard to create a firm in which people feel connected to one another through business and social interactions and opportunities to show gratitude to one another both personally and publicly.

In addition to these items, Blue & Co. provides award winning training for its employees and encourages its professionals to strive for continual growth and development. While this is just a short list of the many things Blue & Co. does to enhance its work environment, we think that these are some of the most important and vibrant ways to create a Best Place to Work.