

## 6 Characteristics of an Employer of Choice



**I**n today's marketplace, many employers are adopting an 'employer of choice' strategy, promoting a variety of employee perks to attract and retain quality staff. Achieving status as an 'employer of choice' is not a position that is easily attained or maintained as understanding what people value most is an ever-evolving endeavor; one that we have been reminded of during the Great Resignation.

If the past 18 months have taught us anything, it's that employees crave a sense of purpose in their work, a connection with their colleagues and to feel valued by their managers. It is more collaborative and open than the old 'them and us' relationship we have all witnessed and have probably been - or are - part of. There are 6 core characteristics that define an employer of choice:

### **1. REPUTATION.**

An organization that is highly respected within its industry or marketplace, with a strong brand, is naturally a place where people want to work. This reputation is built and sustained by having a solid track record of delivering on employee expectations once they start working for your organization.

### **2. ENGAGED LEADERSHIP.**

Potential employees want to know that the organization they are considering joining has an active leadership that is deeply involved in the business and has a compelling vision for its future. It's hard to get excited about taking a role with a company whose leadership is nowhere to be found.

### **3. EMPOWERMENT.**

Following closely behind engaged leadership is the importance of making sure that everyone is empowered to fully own their role. A significant factor supporting real empowerment is trusting them to be responsible for their contributions to the company and for how they complete their work.

### **4. GROWTH OPPORTUNITIES.**

One of the key drivers of talent leaving a company is the lack of future growth opportunities. Employees want to continue to be challenged by accepting more responsibility or learning and using a new set of skills. People naturally evolve and they have this same inclination in their work roles.

### **5. MEANINGFUL WORK.**

Growth opportunities are not always possible for every employee at any given time. This is where stimulating and challenging work becomes critically important. Everyone wants to be engaged in work that they truly feel is important and is contributing to the organization's higher purpose.

### **6. RECOGNITION.**

Recognizing the contributions of employees is essential for becoming an employer of choice. No one wants to feel like they are being taken for granted or that their work goes unnoticed

Clearly, becoming an 'employer of choice' takes a great deal of planning and a strategic approach. Excel Partners has worked with thousands of clients over the years, large and small and across various industries that have strategically positioned themselves as an 'employer of choice' – even before the phrase became commonplace. With this insight, we were able to help many of our clients achieve this status too. If you want to learn more on how Excel Partners can drive talent to your organization by helping you get recognized as an 'employer of choice', please [contact us](#).