

Communication

The Way to Employees' Hearts

by Deborah Chaddock Brown



In the latest edition of Fortune magazine, the annual "100 Best Companies to Work For" were revealed. Genetech, a pharmaceutical company specializing in oncology research, was selected as the number one place to work.

In an indepth review, the reporter discovered that it wasn't the free cappuccino or made-to-order sushi, the onsite day care, concierge service or even the "kegger" parties every Friday night that won the hearts of employees.

"Work that matters," is what employees cited as the reason they love working for Genetech. Beyond the warmth derived from working for a company inventing, manufacturing and selling life saving drugs, was a feeling that employee opinions mattered. CEO, Art Levinson, believes in the culture he's created. With a motto of "In Business for Life" he keeps his eye peeled for signs of culture atrophy.

How do the executives at Genetech stay in touch with their employees? Communication is the key. Employees are poled weekly to uncover complaints and ensure the company goals are being met.

Fortune magazine outlined the method for selecting the top 100 companies and employee communication ranked at the top:

- Credibility (communication to employees)
- Respect (opportunities and benefits)
- Fairness (compensation and diversity)
- Pride/Camaraderie (philanthropy, celebrations)

Two-thirds of the total score comes from the responses employees give to a 57-question survey. The survey was created by the Great Place to Work Institute in San Francisco.

How would your employees rate your company? Do they feel their opinion matters? Do they understand how their role fits into the overall company success? Do they understand the key objectives for 2006?

For help evaluating your employee communications program, call AllWrite Ink today. We can help.

330-414-8792

For the complete list of 100 Best Companies go to www.fortune.com.

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Celebrate Successes

When was the last time you celebrated a success with your employees? Number one ranked company, Genetech, has "Ho-Hos" every Friday night – their version of a college kegger. That's not all – after a particularly long string of successes, CEO Levinson organized a rock concert for his employees featuring Elton John, Mary J. Blige, and Matchbox 20!

You may not be able to afford Elton John, but bottom line.....Celebrate success!

What does a "Great Place to Work" look like?

Direct from www.greatplacetowork.com, comes the following definition:

At the heart of our definition of a great place to work - a place where employees "**trust the people they work for, have pride in what they do, and enjoy the people they work with**" - is the idea that a great workplace is measured by the quality of the three, interconnected relationships that exist there:

- The relationship between employees and management.
- The relationship between employees and their jobs/company.
- The relationship between employees and other employees.

Open communication is the key to cementing those relationships.

Want to be one of next year's 100 Best Companies?

Applications are being taken right now. Go to www.greatplacetowork.com for an application. The minimum requirements are being in business for seven or more years and a minimum of 1,000 United States employees. Deadline is March 31, 2006.

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