

## Member's Quarterly

Fall 2018 Edition

### President's Message

## Becoming an Employer of Choice?

*It's more than work arrangements or benefits*

There are many different awards and recognitions today that offer a ranking or preference of employers as the best place to work or the greatest employers ever. I think that's wonderful and I always scan the list and look for the criteria they use to make their choices. The interesting thing is that most of them don't use salary or basic compensation as part of their decision-making process. Perhaps that's because most employers have to pay at a certain level in order to be able to attract and retain the best talent. They often focus instead on things like flexibility in working arrangements, innovative benefits and this vague notion of a positive corporate culture.

If I was designing the best place for me to work, I would certainly want to be paid well and have a good benefits package, but I might take a different approach from some of the other more popular competitors. My prime criteria would be a workplace where I could have an opportunity to learn and grow, especially if I was just starting out in my career. I would like to work for an organization that valued pride in work and practiced fairness and respect as their operating guidelines.

I would like to work for an organization that tried to create a positive camaraderie and one that expected their employees to work together on teams. I would also like to have a place to work where I could earn the trust of my superiors and be given a chance to show what I should offer. I would like to hear when I screw up, respectfully of course, so that I could learn from my mistakes. I would really like to work for an organization that expected people to ask questions if they didn't understand what the heck was going on.

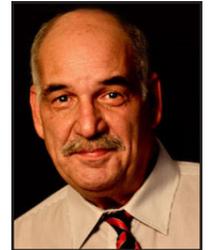
Some might say that most, if not all, of these criteria are like corporate culture which is too difficult to measure. But I can tell you from experience that these factors and these types of workplaces are similar to the ones where I learned the most and gained the most valuable experience. So, while it may be great to have to have a giant waterslide, games room or a keg party every Friday, my great workplace and my employer of choice would be based more on values like respect and fairness, as difficult as they may be to grade or quantify.

What about you? What would you like to see considered when it comes to choosing the best employers or a great place to work? We'd love to hear from you.

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Brian W. Pascal  
RPR, CMP, RPT  
President



*Brian Pascal is President of IPM [Institute of Professional Management].*