

THE EXTRA POINT

BY JERRY ROBERTS



290 Is Your Organization an Employer of Choice?

Would you say that your organization would qualify as one of the best workplaces in Guam? Is your place an “employer of choice”? I’m JR and let’s talk about how to know if you are, and what all this means, today, on The Extra Point.

The Gallup Organization, which conducts polls that deal with employee issues, recently chose 40 companies for its annual Great Workplace Award. Gallup is not alone in putting the spotlight on businesses that meet its criteria. Newspapers do it, as do magazines and popular websites. People like such lists, media people know that, and capitalize on it.

The difference in how Gallup handles the award is in their criteria. It’s not about popularity, which is how just about everybody else does it. Gallup looks deeper. I think we can learn something from how they select their winners.

The organizations that win the Gallup Great Workplace Award don’t just create good jobs. They create great jobs. Wait, everybody talks about their jobs being great, so what’s really going on here? In Gallup’s view, it works like this:

The employer designs their jobs to match up with what workers say they want from their careers and lives — belonging, learning, growth, recognition, a great manager, and the ability to do what they do best every day. You might be saying to yourself, “Hey, that’s fantasy stuff. Nobody does that.”

There probably are companies in Guam who touch most of those bases, and want to be included in conversations like this. They want to design jobs and a company culture that would make it nearly impossible for a competitor to pry loose a valued employee.

Do you work in a place like that? Do you think there are changes you can make that would get you closer to the standards Gallup is seeking?

Did you notice money wasn’t mentioned? That’s because companies who look to become what is called an “employer of choice,” where they design a culture and jobs in the way Gallup sees things, fair compensation — usually above-market compensation — for value delivered is never in question. But there’s more.

Managers and frontline workers alike are in sync on the kind of business outcomes they want to generate. They’re all going after the prize. A slacker won’t feel comfortable working there. Not because the managers will lean on them, but because their peers, other frontline people, won’t tolerate someone dragging down the team.

Gallup says great workplaces happen when leaders commit to building them. It starts at the top. They need to develop managers who buy in, then create those jobs and perpetuate the culture that delivers the outcomes they want. Great jobs, great cultures, great organizations are not accidents. They are built intentionally.

Can every organization be an employer of choice? In theory, yes they can. They may not win an award, but they can create a winning culture with excited, motivated, totally tuned-in workers who want to produce results.

Award or no award, that sounds pretty good, doesn’t it?

That’s The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I’m Jerry Roberts.

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