

# 10 Great Reasons to Take Part in the Best Workplaces Study 2010

Bob Lee

CEO, Great Place to Work® Institute Ireland



**1. Show your True Colours!** It was easy to talk about your commitment to high-trust relationships and building a great workplace when times were good. But what's your attitude now that things have got much tougher? Committing to taking part in the Best Workplaces study will send a reassuring message to your people – “We are as committed to trust as we ever were, despite the present short-term challenges we're facing together”. Abandoning the study risks sending a very different message!

**2. Attract Top Talent!** Rising unemployment doesn't affect all people equally. Top talent is as scarce now as it ever was – and is more in demand too! Your need to be a great employer (and be *seen* to be one) is as great now as it ever was. Recession or not, good people won't lower their expectations any more than they need to. And if you can't lure them, someone else will.

**3. Retain your Top Talent!** As above! Other organisations still want your top people – you need to reassure your key staff of your ongoing commitment to maintaining a great working environment now and in the future. Taking part in the Best Workplaces study sends a strong and reassuring message that your commitment to looking after your people is constant, and remains unchanged.

**4. Pass the Character Test!** How do you judge your friends? Would you judge the quality of their friendship by how they 'stuck by you' when you won the Lotto, or by how they stood by you during a very difficult time? In the same way, the real test of trust is how you deal with things when your back is to the wall and things are not going so smoothly - your employees will place much greater value on your actions during the current crisis than they will place on how you acted in the boom years. In particular, they will focus far more on how you *act* today than on what you *said* in the good times. Creating a great workplace in the boom years will have earned you brownie points, but that balance may have been eaten into by the necessarily tough actions you have had to take recently. Taking part in the Best Workplaces study allows you to demonstrate your sincere commitment to treating people decently – whatever the circumstances.

**5. Find out what you're dealing with!** If morale is lower now than in recent years, it's quite possible that your Trust Index® Scores will have dropped too. But is that a good enough reason not to measure them? Your sales revenue may be lower this year than last, but you will still prepare

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your accounts. (Won't you?) In fact, I would argue that, if trust is lower now, that's even more reason to measure it. At least you will know what you're dealing with and, working with your people, you can begin to develop action plans to tackle the underlying causes and to rebuild trust. Your employees will already know about the state of trust in the organisation – 'not measuring' could easily be interpreted by them as 'not caring'. And you certainly don't want to send that message to anyone!

**6. Surprise Yourself!** For the reasons outlined above, most organisations fear that employee trust has dropped. But already, some have been surprised to find that trust levels have actually risen slightly! If you have handled the bad situations that you have faced with the same integrity as you've used in running your business in recent years, you may very well find that, although *morale* may be lower right now, trust may actually be higher. But you won't find out unless you ask!

**7. Be among the *real* winners!** The Best Workplaces – those with the highest levels of workplace trust – have always outperformed their peers on a wide range of business outcomes, including innovation; productivity; profitability; shareholder returns; and reputation. The same underlying factors will ensure that the Best Workplaces come through the current challenges in better shape than their lower-trust peers. If you're not convinced of this, just ask yourself - "Which will help my organisation to thrive in the years ahead – low levels of employee trust and engagement, or high levels?" It has to be one or the other - if you don't commit to building *high trust* you are inevitably settling for the *default* position – low trust, low engagement, low morale, low productivity, and inferior business outcomes. Commit to trust, demonstrate that commitment, and ensure that your organisation is among the winners to emerge from this downturn.

**8. Nobody trusts nobody no more – but you can change that!** Forgive the bad grammar, but you get the point. Societal trust is at an all time low in Ireland, with most of us professing diminished trust in the Government, the Church, the Financial Institutions, and Businesses in general. That creates an opportunity for your organisation to stand out from the others, by showing that you deserve to be trusted. The Best Workplaces study is based on insider-information: the views of the people who know your organisation better than anyone else – the people who work there day in,

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day out. Whenever we talk about the 'Best Workplaces' – whether in the published magazine, or newspaper articles, or media interviews or conference presentations – we consistently talk about Ireland's 'Most Trusted Employers'. We will be redoubling our efforts in this regard when we publish our 2010 list, to ensure that all listed organisations are ideally positioned to take advantage of the 'Trust Bounce'. Be among them!

**9. Access Our Expertise!** We have seven years experience of looking at organisational culture and working with senior management teams. We have met over 70 organisations in the last seven weeks to help them get through the current times they are facing. Put simply, we know what the 'best' do and why they do it. Now, more than ever, you need access to this strong pool of knowledge and the Best Workplaces study gives you access to this resource. We are dedicated to helping you be a Great Place to Work®.

**10. Most Importantly - It's Great for *your* Business!** Organisations like yours commit to building high-trust workplaces because they know that it helps them become stronger – more productive, more profitable, and more durable. Organisations take part in the Best Workplaces study because it helps them to build their high-trust workplaces. Participants receive a wide range of topical and relevant information, including the opportunity to benchmark against and learn from the world's leading employers. Our clients enjoy access to our workplace experts; access to best practice information; access to a growing network of Ireland's best and most 'clued in' employers and the country's leading HR and OD Academics; and the potential to enjoy widespread recognition and admiration as an organisation that can be trusted to do the right things. And, best of all, *many clients enjoy all of this for less than the cost of a few months salary for an entry-level employee.* Wouldn't you be mad not to join us?

If you're convinced, call Cathal Divilly or any of the Great Place to Work® Team to register for Best Workplaces 2010. The sooner you register, the greater your choice of survey and assessment dates and options.

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We honestly can't think of one single reason why your organisation would do better to remain outside the process than to join it. So if you're not convinced, that's all the more reason to call Cathal or the team today to tell us why!

Either way, we sincerely look forward to hearing from you.

A handwritten signature in black ink that reads 'Bob Lee'.

Bob Lee  
CEO  
Great Place to Work® Institute Ireland

If you would like more information on the many practical ways in which the Great Place to Work® Institute can help your organisation to develop lasting competitive advantage through building a high-trust culture please contact me, or any member of the team, at:

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Find further articles on a wide range of trust-related topics at <http://www.greatplacetowork.ie/education/articles.php>