



INSPIRE TO STAND OUT

## Dear Stakeholder

The CRF Institute would like to welcome you all to BEST Employers South Africa. For more information on this project and to view your organisation's profile, please visit [www.bestemployers.co.za](http://www.bestemployers.co.za)

This organisation elected to go through an HR management and policy audit so as to be in a better position to drive the 'People' deliverable in the triple bottom line of People, Planet and Profit.

An employer brand is created together with the full staff complement, and the first (and annual) step is for the organisation to find out how they are positioned in terms of their POLICIES and PRACTICES compared to the market and other Best Employers. across the following dimensions:

- Primary benefits (Pay)
- Secondary benefits and working conditions
- Career development
- Training and development
- Company culture
- Diversity

Our international Employer Brand certification project does just this and aims to assist companies in identifying their unique employer proposition so as to develop a brand and design employment experiences around their specific business challenges and opportunities - helping them to communicate this effectively – both to you as their staff and through the media.

The benefits for the organisations strategy and governance include:

- Current comparative information on the aforementioned dimensions with Best Employers in the country
- Insight into how to design recruitment and engagement strategies for each year
- The temperature of the EMPLOYER market rather than Employee population to ensure 3 – 5 -year people strategies can be effectively drafted
- Boosting employee pride in the reputation of the employer (a high priority for 'reason to believe' in the employer, according to our research) thus productivity and engagement
- Ability to design relevant experiences for different target employee groups to better retain and engage staff in this volatile talent market

## How do we do this?

We, the CRF Institute administrate a survey into the formal and informal POLICIES and PRACTICES currently used within the organisation and benchmark these against a body of international research. This survey is completed by the HR executive team.

The organisation's ultimate goal is to achieve our certification of those POLICIES and PRACTICES which make up the framework under which staff are managed and led. In this instance, this company has earned the certification as a Best Employer because over 100 POLICIES and PRACTICES either measure to, or are superior to, the International Standards of Best Practice. ►



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Each organisation will have specific business goals to achieve within particular industries, and have its own set of unique challenges and opportunities. In reality, our Best Employers have shown that although they differ when it comes to benefits, rewards, communication and so on, they are all committed to working toward achieving an International standard of excellence.

All certified companies are winners with the CRF Institute. Not all companies earn our Quality Mark each year, and those that do have to achieve a minimum score in our survey – developed with Deloitte Netherlands and endorsed by the Ministry of Economic Affairs (Netherlands), UCT Graduate School of Business, Institute of Directors, Businesswomen's Association of SA, South African Institute of Management and the Institute of People Management.

We do not rank companies outside of the Top 10 for this reason. Companies' scores are usually so close, within points of a percentage, to one another, that ranking any further than this is not a true reflection of the employer quality and status. All CRF Institute's certified companies are indeed Best Employers.

### **Now what?**

Now that the organisation is a certified Best Employer, we have awarded them the right to use the RED Certification SEAL. Ask them about it! Look for the certificate and trophy in the foyer, and on payslips, in the newspaper, on our and their website, in the annual report, on corporate branding and so on. All this is backed up by a research report including comparative graphs (over 100 pages of statistical information on the talent management design), an executive summary of the final outcomes and a general presentation that provides an overview of the different areas of research and how the company compared with the Best Employer average and a selection of other participating companies.

### **Who are we?**

The CRF Institute is an international research and media group, specialising in HR, strategy and leadership research. We have been doing this for over 20 years and work with Blue Chip and Fortune 500 clients from around the globe, helping them deliver on their employer brand and communicate their strides as an employer of choice effectively.

This year, this organisation joins the ranks of just 69 other certified employers. An exclusive group of which you can be proud to be a part.

With that, the CRF Institute, together with you, supports the organisation as they celebrate this achievement with the purpose of delivering a superior employment offering and experience to staff to better align to the organisation objectives, improving productivity and margins, securing the profitability and sustainability of the organisation in the years to come.

Sincerely

**Samantha Crous**

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Part of CRF International Holdings B.V.*