



### **Five Reasons to Participate in Best Places to Work Kentucky**

The Best Places to Work in Kentucky program recognizes those employers who set an exemplary standard of excellence for both employee engagement and business success. Conceived in 2004, it is open to all publicly or privately held organizations, either for-profit or not-for-profit and government entities. Companies must have at least 15 employees working in Kentucky to be eligible. The process is multi-faceted. First, the employer questionnaire (25%) and employee survey (75%) are completed. Second, there is an in-depth analysis of the strengths and weaknesses of each company. Third, companies are ranked within their size categories, and finally companies receive a four-part employee feedback report with valuable detailed data.

Intrigued? Read on to discover five key reasons why you should participate in the Best Places to Work Kentucky program!

#### **Want to find out how your organizational culture is doing? Measure it!**

Utilizing an employee survey is a great tool to measure the engagement level of your team. By examining the key drivers of engagement within your organization, you can assess whether your employees are engaged or disengaged. Survey data also creates a safe space to help managers discover employees' thoughts and feelings, sparking discussions that wouldn't otherwise take place.

#### **Give your team members a voice.**

Honest employee feedback is an organization's greatest asset. Engagement surveys are crucial because they give employees a venue for open feedback. Great employers foster open discussion about not only the bottom line but also employee engagement and how it might improve.

The Best Places to Work in Kentucky survey is an opportunity to establish two-way communication and give employees a direct voice to the leadership team. Great employers have cultures that are participatory with a sense of trust, communication and transparency engendered at every level. Being asked for feedback makes employees realize they have a stake in the company and their opinions are valued and heard.

#### **Direct organization growth.**

The information obtained from the Best Places to Work Kentucky survey process will allow you to identify strengths and opportunities for improving engagement in your organization. From the four-part feedback report, leadership can develop a company-wide engagement plan or focus directly on opportunities for improvement for specific areas of the business. Once the company has identified the opportunities for improvement and areas to change, the leadership team can set priorities, determine resources and create an implementation schedule.

#### **Benchmark data over time by participating annually.**

Participating in the Best Places to Work Kentucky program on an annual basis provides valuable benchmarking data and trends. By participating each year, you can evaluate the progress you are making based off changes implemented from survey data in prior years. To study trends you must have historical data that is relevant and consistent year to year. Think of it like this...data is like Kentucky bourbon. It gets better with age!

The Best Places to Work in Kentucky survey is a cost-effective method to assess your company and receive employee feedback annually, with the additional perks of ease of use and a fun annual celebration! The key is to identify what has and has not worked for your company historically and for leadership to utilize it to make better future decisions.

### **Marvelous marketing opportunity!**

One way to further elevate your employer brand is to be recognized as a Best Place to Work in Kentucky. Creating a strong brand as an employer of choice is a terrific marketing tool with internal and external benefits. When employees identify their company as valuing trust, collaboration, appreciation and shared purpose, they exhibit loyalty and pride. Your award-winning status can also help you compete for top talent. That is important in a competitive employment market.

The Best Places to Work in Kentucky logo is an effective visual tool to distinguish your workplace as an employer of choice. Past winners have proudly incorporated it into their email signature lines, print and web marketing sources, attire and even as window clings on the entrance to their facilities. The possibilities are endless and impactful on the organizations reputation in their local community, industry and throughout the state.

Furthermore, recognition in the highly distributed Best Places to Work in Kentucky magazine will keep your award alive all year long.

Interested? Don't wait! The [application](#) process is open now through Friday, October 23rd.