

**Deloitte.**

Best Company to  
Work For Survey  
Measure. Inspire.  
Motivate. Engage.



## Engaging the 21st Century Workforce in the New World of Work

One trait all businesses share is the drive for growth. The potential a business has to grow is not only tied to market demand, but also to how effective an organisation is in motivating, developing, leading and engaging its employees to deliver against the growth agenda.

According to Deloitte's latest research study "**Global Human Capital Trends 2015: Leading in the New World of Work**", a lack of employee engagement is the number one Human Capital challenge facing organisations today. Despite the recognition of the costly bottom-line impact of disengaged employees, the majority of organisations are still failing to take action to improve their culture, potentially jeopardizing future growth. Over sixty percent of HR and business leaders surveyed said they do not have an adequate program to measure and improve engagement, indicating a lack of preparedness for addressing this issue. Only 12 percent of HR and business leaders have a program in place to define and build a strong culture; while only 7 percent rated themselves as excellent at measuring, driving, and improving engagement and retention.

In the face of a looming crisis in engagement and retention, organisations are recognizing the need to focus on culture and dramatically improve employee engagement. Deloitte's Best Company to Work For (BCTWF) Survey provides organisations with a platform to gain insights into how employees experience the workplace, crucial to shaping their engagement and retention strategies to ensure they hold on to their key talent.

As demand for talent picks up, the balance of power in business is rapidly shifting from the employer to the employee. Moreover, workers are becoming more mobile, contingent and autonomous, and as a result, harder to manage and engage. In this new world of work, organisations need to re-imagine the way they manage people and come up with new, out-of-the-box ideas to make themselves relevant.

The stakes are high and the challenge to organisations is to determine whether they are confident that they are doing enough to explore new approaches to move the needle on their ability to engage and motivate their employees. Forward looking organisations are not leaving this to chance.

### Value for organisations who participate in the Deloitte BCTWF survey:

- A unique opportunity to engage in an objective and transparent manner with employees.
- Makes a strong statement that the opinions of employees are taken seriously.
- A well-researched and empirically validated diagnostic of employment priorities and experiences.
- A valuable source of insight into how talent management strategies, tactics, and priorities can be enhanced to optimize performance and retention.
- A unique benchmarking opportunity.
- Increased employer brand eminence and recognition as an Employer of Choice.

## About the survey and why you should participate

The Best Company to Work For (BCTWF) Survey aims to identify and celebrate the best companies to work for as rated by their most important stakeholder group, namely, their employees. As the pre-eminent survey of its kind, this survey has been conducted annually by Deloitte since 2000 and in Kenya, since 2012.

Building employee engagement and retention is a key human capital challenge for organisations today, as evidenced in the findings of the 2015 Deloitte Human Capital Trends Report. Gaining specific insight into employment priorities and employee experiences is fundamental to understanding how an organisation can optimally engage their talent and elevate performance.

The Best Company to Work For Survey provides organisations with a platform to gather crucial employee insights and to help organisations shape their talent strategies and plans in a way that speaks more meaningfully to their employee needs and expectations.

These insights can serve as the bases to optimize their overall employment experience and thereby enhance the organisation's performance and status as a recognized employer of choice. Recognition as an employer of choice is also a magnet for talent in the new world of work.

In addition, participating organisations also benefit from Industry and Size Category benchmarking.

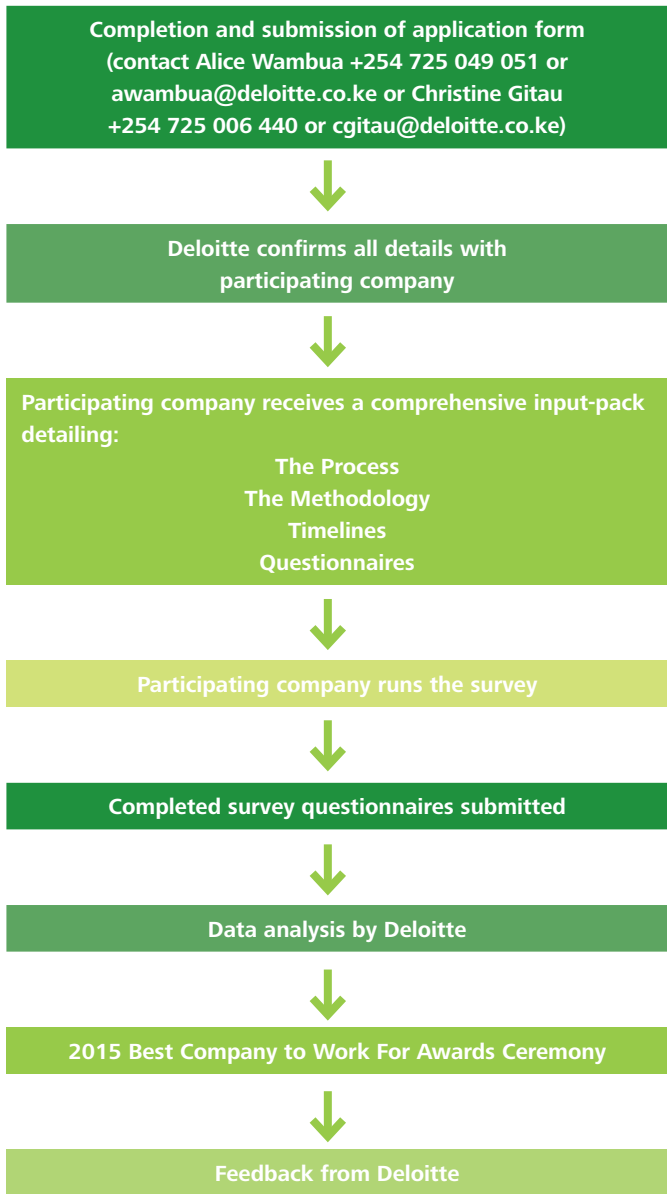
### What are the important dates?

Official Launch: Nairobi	9 July 2015
Closing date for entries	14 August 2015
Questionnaires returned by	30 September 2015
Awards Ceremony: Nairobi	5 November 2015

### What dimensions are measured in the survey?

- Leadership
- Operational Effectiveness
- Inclusion
- Relationship with Manager/Supervisor
- Fairness & Equity
- Overall Job Satisfaction
- Learning & Development
- Values & Culture
- Performance and Recognition
- Remuneration

**How does the participation process work?**



**Who is surveyed?**

Rankings will be based exclusively on an organisation’s Employee\* Input.

*\*Employee Input - a randomly selected stratified sample of employees, distributed across the entire organisation are required to complete the "Employee" questionnaire.*

**Survey Participation Fees**

No. of Employees	Fee Excl. VAT
Less than 500	Ksh 360 000
501 – 1 000	Ksh 410 000
> 1 001	Ksh 500 000

**Business Unit Segmentation**

Ksh 50,000 per Business Unit will be charged for over and above the standard participation fee.

**Survey Participation Options**

- 1. Standard Survey Participation**  
 The standard participation option includes analysis of all the demographic categories listed below:
  - Job Level / grade
  - Gender
  - Age
  - Tenure (length of service)
- 2. Virtual Survey Participation**  
 This option follows the same process and provides the same feedback as Standard participation; the only difference is that a virtual participant elects to be "anonymous" to all other participants: they do not receive any ranking that is reported in the public domain, and are therefore not eligible to be recognised as the Best Company to Work For in any of the Size or Industry Categories at a National level.



## Participation Fee

This is due on receipt of your 'Participation Pack', which will be sent to you as soon as Deloitte has received your completed application form.

## Make a lasting difference to your organisation: Enter Now!

Participation rules:

Participation in the survey is subject to acceptance of our standard terms and conditions, which are outlined in the application form.

Deloitte & Touche and their promotional agencies may not participate.

For more information:

Visit <http://www2.deloitte.com/ke/en/pages/human-capital/articles/bctwf.html>

or call +254 20 423 0000.

## Best Company to Work For Survey

Tel: +254 20 423 0000

Mobile: +254 719 039 000

Email: [bestcompanyke@deloitte.com](mailto:bestcompanyke@deloitte.com)

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