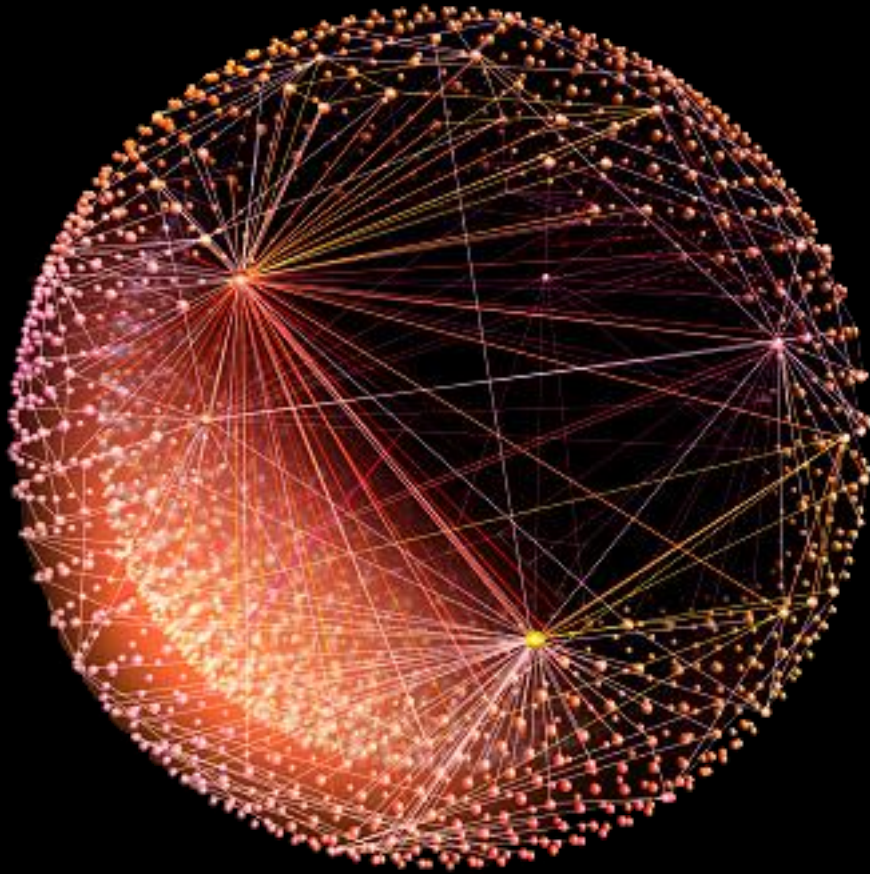


**Deloitte.**



**Best Company Survey**  
**Maximising the power of your people**

It is crucial for all organisations to be attractive to existing and potential employees so as to ensure that they are able to attract, retain and get the best from their people. The aim of the Best Company Survey is to identify the levers that will assist you in **optimally leading** your only true **competitive advantage: your people**.

“The **only asset that is unique to a company**, an asset **that cannot be replicated by rivals**, is the **quality of their workforce**: their ability to innovate, their willingness to go the extra mile, their creativity and the ‘relational capital’ that they build.”

*Robert B. Reich 22nd American Secretary of Labour and Professor of Public Policy*

By using this survey, organisations will have the ability to develop and initiate more effective human capital strategies to thrive in an environment where rapid change is the only constant.

**The Best Company Survey** has been re-imagined and completely redesigned to deliver strategic insights for increased organisational effectiveness. The survey includes smart analytics coupled with best practice research methodologies. It also includes important indices to help organisations gauge (at high level) whether they are moving in the right direction. These include:

### 1. **Attraction index:**

**An Index that measures the overall attraction of the organisation among its employees.** It is an expression of the employees’ alignment with their organisation and a reflection of the organisation’s internal brand which supports employee retention. Attraction is an important component and predisposition for employee engagement.

Overall the survey unpacks four main dimensions through which organisational attractiveness can be assessed and managed.

- Accomplishment and growth
- Care and feedback
- Culture and values
- Fairness and integrity

### 2. **Engagement index**

**An index that measures the overall engagement state of the organisation’s employees.** It reflects employees’ particular state of mind which maximises their work related behaviours and associated discretionary effort.

## Reporting

The diagnostic report will make use of interpretive graphics which will highlight the following for each participating organisation:

- **Areas of top priority:** Areas that are *most* impactful to the specific organisation's attractiveness where the organisation is *underperforming*.
- **Areas of secondary priority:** Areas that are *less* impactful to the specific organisation's attractiveness where the organisation is *underperforming*.
- **Areas of leveragable strength:** Areas that are *most* impactful to the specific organisation's attractiveness where the organisation is *performing well*.
- **Areas of watchful maintenance:** Areas that are *less* impactful to the specific organisation's attractiveness where the organisation is *performing well*.

By **scientifically** understanding which attributes are more impactful on organisational attractiveness than others, a strategy that offers optimal **return on investment** can be put in place.

Our Human Capital team will utilise this information to collect and apply relevant insights into your business. This will help you improve on areas of weakness and reinforce areas of strength. As a result your organisation can *strategically* and *proactively* manage its competitive advantage and systematically measure its return on investment.

## Survey participation timelines:

The flexible participation option throughout the year starts July until April 2018.

## Contact information

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