



What Is a Company That Cares?

- › An employer that creates a positive work environment by valuing and respecting its employees
- › An active citizen in its community
- › An employer that exemplifies its core commitment to employees and communities in its daily business practices

Organizational Self-Assessment Quick Test

How far are you on the journey toward being a Company That Cares?

With how many of the following statements would you agree about your organization?

- › Leaders and managers work together to build a culture where a supportive work environment is valued, including visibly supporting and communicating strategies and programs that enhance employees' dignity and respect.
- › We have established and communicate standards for ethical behavior and integrity.
- › Leaders and managers reward, appreciate and recognize those within the organization who make contributions toward promoting a supportive work environment, as well as improving business success.
- › We consistently consider the human toll when formulating business plans, making decisions and initiating change, thereby making people issues and needs a priority.
- › Our culture and business practices cultivate the full potential and diversity of all employees.
- › Our organization reinforces the standard that all jobs are important to the overall success of the business.
- › Our leaders and managers understand they are expected to sustain a people supportive environment while pursuing business goals.
- › Promoting and enabling the integration of work and life for employees and with our communities is an important initiative for our business.
- › We offer a comprehensive and fair compensation and benefits package that is competitive in our industry and enhances the well-being of our employees and their families.
- › We are active contributors to the communities in which we operate through volunteerism, financial support and leadership.

Agree with

- 0-3 statements – just launched
- 4-7 statements – mid way
- 8-9 statements – in spitting distance
- all 10 statements – already a Company That Cares

Blueprint for the Future of Employees and Communities: The 10 Characteristics Every Company Needs

The 10 Characteristics of Companies That Care are the blueprint for optimal daily business practices.

10 Characteristics	Best Practices	Percentage
1 Sustain a work environment founded on dignity and respect for all employees	<ul style="list-style-type: none"> › Solicit input from employees and use it › Provide the same benefits for all levels of employees › Communicate fully and transparently › Demonstrate trust › Hold people accountable for performance 	11%
2 Make employees feel their jobs are important	<ul style="list-style-type: none"> › Align individual goals with company goals › Find the highest purpose in each job › Encourage employees to define their responsibilities and participate in decision-making about their work › Communicate the value of each job 	7%
3 Cultivate the full potential of all employees	<ul style="list-style-type: none"> › Provide growth and advancement opportunities › Provide resources needed to do job › Empower employees › Value and encourage diversity (of people and of thought) › Define expectations and priorities › Provide learning opportunities 	4%
4 Encourage individual pursuit of work/life balance	<ul style="list-style-type: none"> › Recognize and validate the whole person › Offer flexible schedules › Foster reasonable work loads and deadlines › Provide supportive culture and leaders › Manage stress › Address conflicts created by coworkers 	10%
5 Enable the well-being of individuals and their families through compensation, benefits, policies and practices	<ul style="list-style-type: none"> › Offer comprehensive health and wellness benefits for full- and part-timers and families › Implement Paid Time Off and Time Off Banks › Allow Incremental vacation time › Provide living wage compensation at or above market › Offer benefit options that can be tailored › Secure retirement plans 	13%
6 Develop great leaders, at all levels, who excel at managing people as well as results	<ul style="list-style-type: none"> › Educate managers in people skills and hold managers/leaders accountable for practicing them › Limit advancement for leaders who don't treat people well › Address inter-personal conflicts › Create environment in which employees feel comfortable communicating openly with leaders › Develop next generation 	3%
7 Appreciate and recognize the contributions of people who work there	<ul style="list-style-type: none"> › Praise more than criticize › Provide regular performance feedback › Celebrate often › Give credit to the people who earned it › Create a culture of conscious appreciation › Recognize publicly and upwardly 	12%
8 Establish and communicate standards for ethical behavior and integrity	<ul style="list-style-type: none"> › Develop a Code of Ethical Conduct › Provide ethics hotline › Communicate examples of difficult business situations governed by ethics › Establish clear expectations of ethical behavior › Create a culture of integrity—"doing the right thing when no one is looking" 	9%
9 Get involved in community endeavors and/or public policy	<ul style="list-style-type: none"> › Develop a community relations strategy › Recognize employees who are active in their communities › Provide paid time off for volunteering › Donate funds, knowledge and skills › Create a culture of caring for others 	10%
10 Consider the human toll when making business decisions	<ul style="list-style-type: none"> › Seek alternatives to layoffs and RIFs, such as across the board pay cuts and shortened work weeks › Ask for employee input › Seek to minimize the negative impact of business realities on employees 	6%

Which of the 10 Characteristics Does Your Organization Do Best?

2005 Results from SHRM Conference Attendees

