

# Firms where employees feel at home

## STAFF REPORTER

SOUTH Africa's top 45 employers for 2010/11 have been unveiled by the CRF Institute in its annual Best Employers ranking.

Business management software provider SAP, Accenture (South Africa) (Pty) Ltd, MTN South Africa, Coca-Cola South Africa, ENS, Vodacom Group Limited, Dimension Data, Tsogo Sun Group, British American Tobacco South Africa and Becton Dickinson (Pty) Ltd (BD SA) were named the country's top employers in the ranking, which was released recently.

The CRF Institute describes its ranking as "a unique international HR policy and practice benchmarking project".

The institute said in a statement that its staff had spent months researching the ranking, and that all of its findings had been independently audited by Grant Thornton.

**Organisations are rated in several areas:**

- Organisation strategy.
- The HR function.
- Communication.

- Diversity management.
- Corporate social responsibility.
- Knowledge management.
- Talent management and engagement.
- Performance management.
- Rewards and recognition.

Fifty-five organisations made the grade during 2010.

The institute said in its statement that the latest Best Employers research revealed "some interesting trends" in the South African labour market.

Among these was the revelation that 71% of organisations report a shortage of professionals in the talent pool, and 38% say this critical skills shortage is constraining the execution of their business strategies.

According to Samantha Crous, the CRF Institute's general manager, the significance of the Best Employers campaign is that it recognises that in a competitive labour market like South Africa, success lies more than ever in an organisation's ability to differentiate itself by establishing and promoting excellent HR strategies that can attract, retain and engage the

right kind of talent.

"The organisations that have ranked successfully in this campaign are paving the way for other organisations in the country with regards to their forward-thinking HR strategies and employee intelligence – they show just how valuable HR excellence and high employee engagement are, particularly in tough economic times," she said.

Siphiwe Sibanda, human resources director at top employer SAP, said that despite the recession and the associated economic hardship, her company had been able to maintain and even improve on its total employee value proposition through an innovative strategy.

"The key to achieving this is our ability to keep our employees actively affianced in our purpose as a business and the value that we bring to our customers. In addition, the high level of transparency in the organisation also creates engagement, and enhances the accountability," she said.

Steven Veenendaal, chief executive of the CRF Institute, said it was no coincidence that

the organisations that had been certified were the ones that had weathered the recent economic storm well.

"They have risen to the challenge common to most during economic turbulence and have been able to address the pressures that are inevitably part of working life.

"In recent years, particular emphasis has been placed on the importance of work/life balance.

"Indeed, with stresses mounting in an unstable economic environment, the value of interventions such as counselling services, financial advisory services, concierge services and on-site wellness facilities cannot be underestimated," he said.

"When measures such as these are in place they serve to forge a deep connection between employer and employee – employees become truly inspired to work towards the company's objectives," said Veenendaal.

The other companies to also receive Best Employers certification were: AfriSam (South Africa) (Pty) Ltd, Cashbuild, Cell C (Pty) Ltd, City

Lodge Hotels, Clicks Group Limited, CSIR, East London Development Zone (ELIDZ), Edcon, Edward Nathan Sonnenbergs Inc, Ernst & Young, Exxaro Resources Limited, First National Bank, Group Five Construction (Pty) Ltd, Hilti South Africa, IBM South Africa, Industrial Development Corporation of SA Ltd (IDC), Imperial Automotive Retail, Innovative Mining Products (New concept Mining), Itron, Joburg Market (Pty) Ltd, JSE, Kimberly Clark of SA, Legal Aid South Africa, Liberty Holdings Limited, Lufthansa Global Telesales, Meltwater Group, Missing Link, Mix Telematics Africa (Pty) Ltd, Mr Price Group, National Development Agency, Nestle SA (Pty) Ltd, Old Mutual (SA), Peninsula Beverage Company, Pick n Pay, Platinum Group Services, Procter & Gamble SA (Pty) Ltd, Rectron (Pty) Ltd, Regent, Safripol (Pty) Ltd, Sanofi-Aventis South Africa (Pty) Ltd, SAS Institute (Pty) Ltd, Siemens Ltd, South African National Roads Agency Ltd, Telkom SA, The Effectiveness Company and Unilever South Africa (Pty) Ltd.