

# BEST EMPLOYERS EASTERN REGION



The left side of the image features a background of a teal-colored hexagonal pattern, with some hexagons in a slightly darker shade than others, creating a textured effect.

## What is Best Employers Eastern Region?

We identify the Best Employers in the Eastern Region, including Cambridgeshire, Essex, Norfolk and Suffolk. By completing a free survey that asks your employees what they really think, your organisation can create positive strategies that truly put employees at the heart of your business - essential for hiring and retaining top talent; one of the top priorities for businesses today.

### **Best Employers Eastern Region**

is developed by eras Ltd, psychometrics, leadership development, and coaching experts and Pure, the leading professional recruitment specialists in the Eastern Region.

# Three easy steps

## 1. THE SURVEY

Hosted on “The Psychometric Portal”, the survey is online and 100% confidential, encouraging open and honest answers from employees providing an authentic reflection of your company culture and values.

## 2. THE SEMINARS

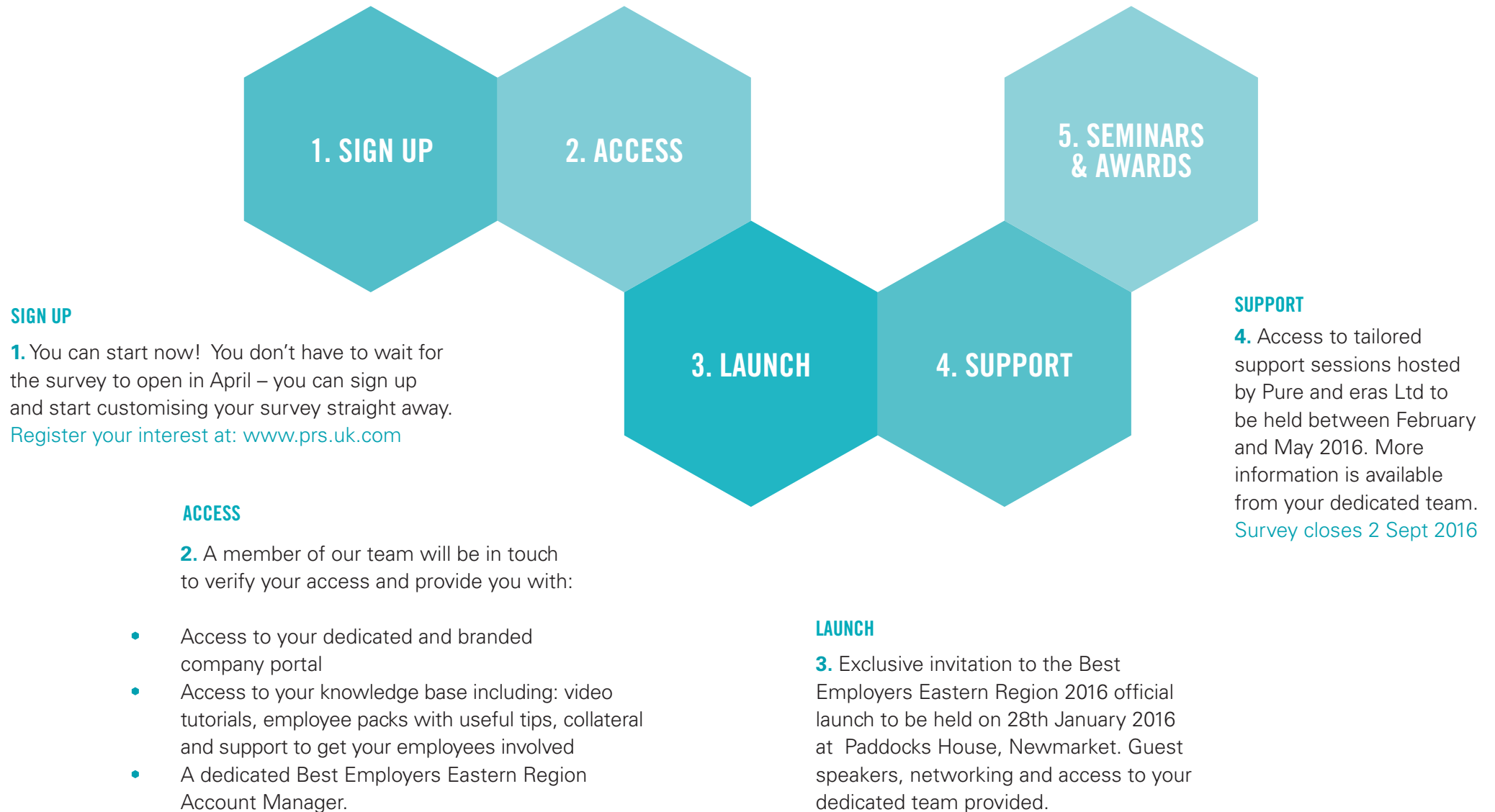
Following completion of the survey, participants are invited to attend a series of workshops designed to help put the results into practice. Covering leadership and employee engagement, with guest speakers from leading businesses across the region, it is the perfect opportunity to find innovative solutions for your business.

## 3. THE AWARDS

Celebrating the best in the Eastern Region. All participants are automatically entered for a series of awards including: innovation, employee engagement and customer focus as well as county specific awards.



# How to get involved





A woman with short blonde hair is speaking and gesturing with her hands at a dinner table. In the background, another woman with blonde hair is looking on. The table is set with white plates, glasses of red wine, and silverware. A teal hexagonal graphic is overlaid on the left side of the image, containing text and a checkmark.

## THE SURVEY

The survey is entirely online and confidential assessing your employee's perception of: communication, customer focus, quality, leadership, team work, your range of benefits, the physical environment, company values and innovation.





The survey is completely free and open to all organisations within the Eastern Region between April and September 2016. The online survey takes no longer than 15 minutes to complete and comprises of three sections.

Access your own organisation's report at any time; with full regional benchmark data available in September 2016.

#### **Section one: Demographics**

This section is about your employees, including job level, salary banding, location and length of service. This section can be tailored to your organisation.

#### **Section two: Biographical**

This is customisable and includes questions relating to key business priorities. It already includes a number of core questions about communication and learning and development opportunities and you can build in your own questions that reflect your organisation.

#### **Section three: Culture and Values**

How do your employees perceive its culture? This data is used to benchmark your organisation to the region as a whole and the questions are the same for every organisation.

#### **Why complete the survey? We already have one!**

There is no better way to find out the true perception of your organisation than asking your employees. Add in a survey that is confidential and run by an impartial, and external, organisation means that employees will answer honestly. If you use the results as part of your strategic review, you will increase employee involvement by:

- Employees feel valued
- Improving internal communication
- Boosting morale

Furthermore, Best Employers Eastern Region can be integrated into existing culture surveys as a true benchmark against other organisations and peers in the region.





## THE SEMINARS

We facilitate discussion between organisations to share best practice and ideas on employee engagement. The seminars will take place in October 2016, with one in each of the counties: Cambridgeshire, Essex, Norfolk and Suffolk.



In the autumn, Pure and eras Ltd will co-host participative forums which explore leadership and employee engagement, in addition to learning about the key trends across the Eastern Region and national comparisons.

Attendees of the autumn seminars will find out who has won the prestigious awards!

In our past forums we have heard from a range of business leaders from organisations across the region including Adnams, Benefit Cosmetics, Birketts, Beckett Investment Management and Cambridge Consultants, who discussed a variety of topics including:

- Leading and driving change whilst keeping staff involved and engaged
- Building a loyal and engaged workforce whilst growing a business
- How to get the most from employee surveys and lessons learnt
- Developing the employee brand to drive recruitment

Delegates also have the opportunity to learn from each other through facilitated discussion groups. Previous topics have included the findings of David MacLeod and Nita Clarke's report 'Engage for Success', sharing 'The Four Enablers of Engagement' that are prevalent amongst organisations with high employee engagement scores:

- Visible, empowering leadership, providing a strong strategic narrative for where the company has come from and where its headed.
- Engaging managers who treat their people individually, coach and stretch their people
- Ensuring the employee voice is heard, where employees are seen as central to the future developments.
- Organisational integrity where values are genuinely reflected in behaviour across the organisation.



# Benefit Cosmetics

## Overall winners 2012 / 2014

### Case Study

Chelmsford-based Benefit Cosmetics, the leading Beauty brand, were crowned Best Employer Overall for the Eastern Region in both 2012 and 2014, following high levels of employee engagement in both surveys conducted.

With a culture that is fun, dynamic and supported by a work hard play hard philosophy, Benefit has worked hard to translate this message across its brand. From its fun imagery, which is fully conversed in its head office and retail sites, Benefit has a consistent image that has been successfully continued in its employee communications.

As one of the fastest growing cosmetic brands in the world, Benefit prides itself in acquiring and maintaining people that "reflect the same qualities that we develop in our products - first-rate quality, results orientated, innovative, and of course, fun and enthusiastic".

**benefit**  
SAN FRANCISCO

"With regards to completing the Best Employers Eastern Region, the process is simple, which is always a good thing. It provides us with a clear focus of areas to develop upon and, at the same time, celebrates successes. For us at Benefit, taking part and receiving the feedback and results is now part of our continued journey. I would highly recommend taking part..."

**Andrea Lansbury**  
HR Director



Continued...

## Case Study

### Communication is central to the business

ensuring that the teams are kept up-to-date is no easy task in a company with over 2,100 employees. Benefit team members receive a quarterly newsletter "Bennetimes" which is available online. In addition, the company has established the Culture Club, where all departments take turns in organising events for all head office staff including monthly lunch dates as well as weekly treats and eats for all to share. The programme continues going from strength to strength with all departments taking the lead on a regular basis. 2015 has seen the implementation of a new employee website portal allowing all employees to select the benefits relevant to them rather than selected centrally by the HR team.

Benefit will continue to participate in the Best Employers Eastern Region initiative, integrating it into their existing processes for increased employee engagement.

### Motivation, Learning and Development for a truly innovation-lead workplace

Benefit has improved its bonus scheme for sales roles following employee feedback and awarded everyone with an additional 25% of their total bonus as a thank you following a fantastic financial year. During this process, Benefit has revamped their Celebrating Service and Success scheme offering a goal-orientated recognition programme.

In terms of Learning and Development, Benefit offers a Passport Scheme which has received accreditation where practitioners can now progress from NVQ 2 in retail/waxing, through to level 3 management diploma up to foundation degree, with a clear path for those who wish to progress further.

### Supported by an innovative approach to

**recruitment** Benefit has introduced Intelligent Interviewing as part of its selection process, ensuring that each candidate is the right fit for the organisation, by weaving in cultural fit – an essential aim for an organisation which prides itself on having a leading and innovative working environment, with employees that live the brand.

Looking to the future, Benefit are continuously assessing their approach to communication, employment and staff incentives.

And their top tip for Employee Engagement? Choose people that fit the brand not just the job to begin with. Work hard at catching people doing things right and celebrate success.

## THE AWARDS

The Awards celebrate the best in our region. After completion of the survey, all organisations are automatically entered into the awards process.



Best Employers  
Eastern Region 2014

Large Business Award for Customer  
Large Business Award for Cambridgeshire

Bidwells

Best Employers  
Eastern Region





To make the process as fair as possible, two awards are available for each category - one for large organisations with 50 or more employees and one for small organisations with 15 to 49 employees. The winners are announced and presented with their awards at the awards seminar.

#### **The Overall Winners**

So what really makes an organisation 'The Best Employer Eastern Region'? The survey allows us to bring a little science to what might seem a subjective judgement - these awards are presented to the organisations that have the highest overall score on their survey. It is the combination of all the component parts, the sense of having 'all the ingredients in place' that distinguishes the 'Best Employer'. This award is made to both the large and small company categories.

#### **The Customer Focus Category**

Maintaining and retaining client reputation is key to any organisation. The award recognises organisations that go the extra mile for their customers and their needs. Good customer service is recognised and rewarded.

#### **The Employee Engagement Category**

An organisation that looks after its employees finds that morale is likely to be high and success is much more likely. Organisations for which employees are happy to work – and would recommend to their families and friends – cope well regardless of what circumstances may throw at them. There is an emphasis on honesty and openness within the organisation; people are trusted and encouraged to be fair with each other.

#### **The Innovation Category**

One way to carve out a niche for an organisation in difficult and competitive times is to have something genuinely new to offer. The ability to innovate and to harness the creative talents of its staff can be a huge advantage to an organisation. By encouraging original thinking and recognising and valuing creativity - innovation is promoted.

#### **The County Category**

Best Employer for each county:  
Cambridgeshire, Suffolk, Essex & Norfolk.

## Who are eras Ltd?

eras Ltd has helped organisations develop outstanding talent for over 30 years as specialists in the field of psychometrics and people development. Our team are experienced practitioners, having had careers in management and business so they fully understand the needs and expectations of organisations. They have a wealth of knowledge and experience from a range of industries and organisations in the private, public and non-profit sector.

Our experience shows that effective learning takes place when it's practical, relevant to the learner's organisation and when a variety of methods are used. Our programmes are carefully designed to offer a wide range of learning methods with an emphasis on "learning by doing". We value strong working relationships that are founded on excellence, passion, innovation and collaboration. Drawing upon our experience in developing psychometric tools, we launched The Psychometric Portal® in 2012. It is a cloud-based platform providing clients with access to personality assessments, role profiling, candidate matching, 360° feedback, a full range of ability tests, and culture and engagement surveys. We understand that the secret of a successful survey is asking the right questions in a way that will provoke honest answers and feedback. It is here that we have drawn on our extensive expertise to design a survey that will be as revealing as it is in-depth, which is central to the Best Employers initiative.

eras Ltd are an approved centre for The Chartered Management Institute (CMI), The Institute of Leadership and Management (ILM) and The British Psychological Society (BPS), offering programmes leading to internationally recognised qualifications.

Margaret Burnside  
eras Ltd



## Who are Pure?

We started Pure Resourcing Solutions (Pure) in 2002 from a single office in Cambridge. Since then we have opened three further offices in Norwich, Ipswich and Chelmsford. The Eastern Region is our patch and we like to think we know it well. Recruitment is above all else “a people business” and our focus remains: to provide an individual, tailored professional and executive recruitment service built on long-term relationships with both clients and candidates, specialising in Accountancy, Financial Services, IT, Human Resources, Office Support and Marketing.

At Pure, our core values ensure innovation and added value to both our clients and candidates, ensuring the Eastern Region’s business community continues to thrive. Throughout the year, Pure co-hosts a variety of seminars and events with our professional partners sharing best practice and ideas, helping people to develop. These include The Finance Leadership Programme with Grant Thornton, Future FD Forums with Deloitte, Women’s Leadership Programme with People and Performance and a range of business dinners for HR Directors and CEOs. Best Employers Eastern Region initiative in collaboration with eras Ltd was the first, and remains, our signature initiative.

Pure also offers a range of employee services including salary benchmarking, executive coaching and interview training. We are also delighted to support a number of people charities raising over £100,000 for charities across the region so far. Brightstars is our chosen charity for Best Employers Eastern Region 2016.

Lynn Walters  
Pure





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