

## Way To Be Recognized As One Of The Best Places To Work



### 2011 Best Places To Work

*Counselor* magazine issued its annual Best Places to Work list, honoring 85 ad specialty companies whose employees love going to work every day. Way To Be was ranked #13, joining the top tier as one of the Best Places to Work in the ad specialty industry.

### The Process

The Best Places to Work program involved an in-depth survey process developed by *Counselor's* research partner for this project, Quantum Workplace. Employees of each company completed a 37-question survey about their experience working at that organization, measuring 10 different areas. To qualify, each company had to meet a certain benchmark percentage of the amount of employees who responded to the survey. *Counselor* then took the top 85 companies from Quantum's scored rankings.

### Three Themes

The leaders of companies on the Best Places to Work list know one thing more than any other: Their employees need to feel connected to something bigger than just their day-to-day jobs. To ensure this, they foster teamwork, share company goals and communicate with employees as much as humanly possible.

Another important trait common to great workplaces is that management continuously recognizes the efforts and successes of its employees. It's that recognition that deepens employees' connections to the company and makes them feel valued.

Also on the agenda for most of the Best Places to Work companies – as regularly as possible – is fun. These are organizations that fully know that the happier their employers are the better their businesses will be. And to make their people happy, they're often hosting fun events.

According to *Counselor* Editor Andy Cohen, "No matter whether it's a supplier or distributor, companies that provide a place which employees simply love to come to are outpacing the industry growth. The employees and management are so engaged – not just with their jobs, but with the whole organization – that they're willing to do anything for customers."