



# Employer of Choice

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# My Background

Previously:

- HR Director, Company Director Caterpillar
- Principal, AP HR Leader Mercer

Currently:

- Facilitate EI, Org. Change, Innovation & Creativity, Strategic Planning - Post Grad Level Swinburne University
- Facilitate Change & Strategic Planning Masterclasses for Swinburne
- Facilitate leadership programs for Swinburne corporate clients
- Executive Coach
- Director, 'Leading People & Culture' High Performance Consulting Firm
- Company Director & Board Member, O'Connors Farm Machinery, Member Australian Institute of Company Directors

# Leading People & Culture Consulting Group

Founded by Mark Lewis & Michael Worth, former Caterpillar Directors & HR Leaders  
'Good to Great' approach to building high performance organisations

- Engagement Surveys & Action Planning Process
- Cultural Assessments
- Leadership & Emerging Talent Coaching
- Change Management
- Strategic Planning
- Leadership Development Programs
- Career Development Programs & Tools
- Talent Management Processes
- HR Advisory Services
- Board Advisory Support
- Mergers & Acquisition Transition Support

# Employer of Choice

What is an **Employer of Choice**?

# Defining Employer of Choice

- An employer of choice is someone whom workers **choose to work** for when presented with other employment choices
- Today's workers have **more choices** than ever before in history
- In this seller's market, workers will **make clear decisions** about where they will work, why, and for how long

Can't be just a company advertising line, **MUST** be a sustained employee experience

# Employer of Choice

*"Towards 2030, building for the long haul"*

Towards 2030, building **a great culture** for the long haul

# Employer of Choice

What are the benefits of being an **Employer of Choice**?

# Employer of Choice Benefits

1. First and foremost, it helps you **attract top talent** Choose to come
2. Second, being an Employer of Choice can help you **retain your best employees** Choose to stay
3. Finally, being an Employer of Choice builds highly **engaged cultures** that results in **sustainable high performance** Choose to strive for their best



# Employer of Choice – Top 10 Features

‘Great Place to Work’ research group identified the top 10 list of the workplace features employees value most (that determines Employer’s of Choice):

1. Career Growth
2. Meaningful Work
3. Appreciation and Recognition
4. Work-Life Balance
5. Strong Leaders
6. Fairness
7. Access to Information
8. Empowerment
9. Strong Reputation
10. Community Involvement

## Key Employee Wants Summary

‘I feel I can grow here’

‘I am proud of where I work’

‘My contributions are valued’

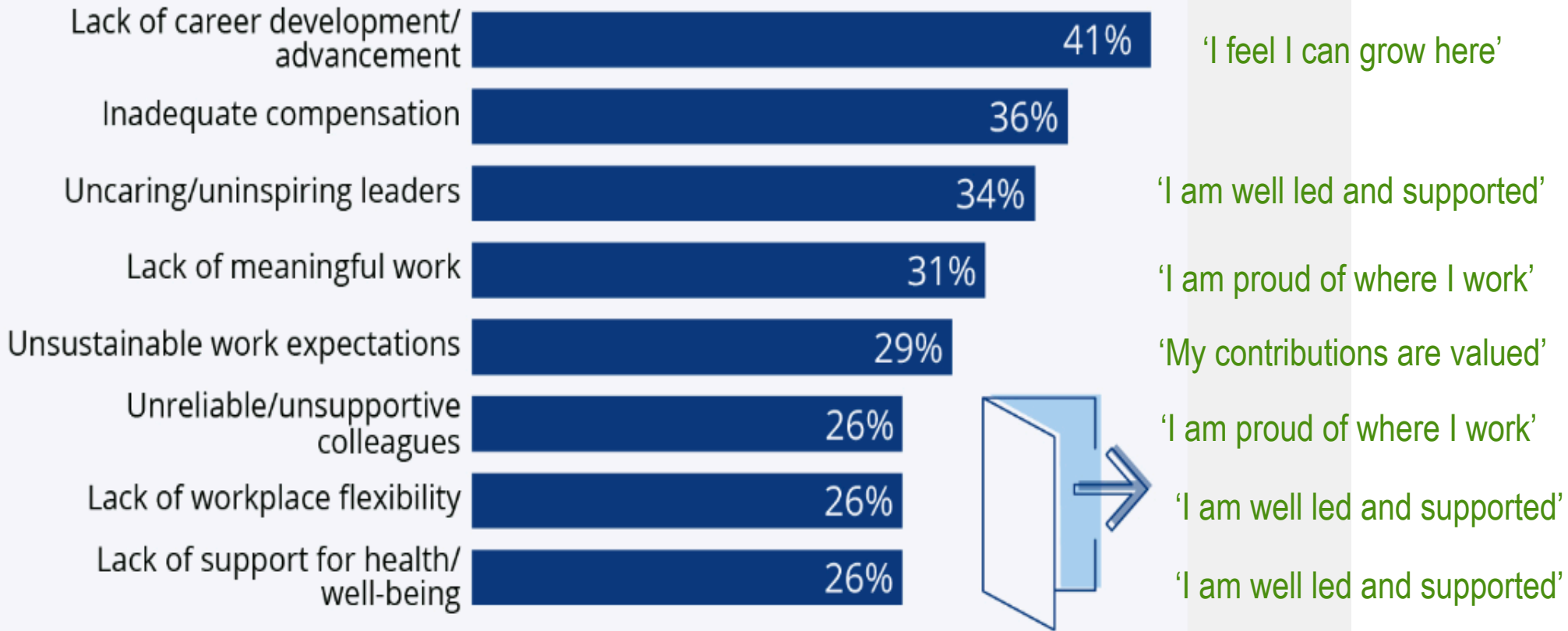
‘I am well led and supported’

‘I am trusted’

How would your organisation rate on these features?

# Why People are Quitting

Source: McKinsey & Company Research



Based on a survey of 13,382 employees in Australia, Canada, India, Singapore, United Kingdom and United States.

All can be influenced by effective leadership

## What People are Quitting

Source: Gallup Research



# Employer of Choice – Foundation Blocks

Some of the key foundation blocks:

- Developing **effective leadership** is critical
- **Engagement 1on1s** check ins are the glue
- **Lived company values** provide clarity of what is expected
- **Measure your engagement culture & action plan** for improvement
- Your best recruiters are highly **engaged employees out socially**

# Effective Leaders are Authentic & Vulnerable

Leaders need to shift to a more consultative leadership style from an authoritative leadership style, but to do they need to feel SAFE in the following:

- ✓ That I can make mistakes and happy to admit them
- ✓ That I don't have to have all the answers and I will admit that
- ✓ That I don't have to solve things myself, I will empower others to self solve
- ✓ That I trust my team by providing direction on the required outcome and allowing them to take their own journey

2 GREAT Words to add to a leader's vocab:

'I don't know', 'I need your help'

# Employee Turnover

‘There are issues when people quit and go, more issues when people quit and **STAY**’..

Biggest issue in engagement surveys is ‘**not dealing with poor performance**’

Risk is that you may **lose your strong performers**, not your marginal ones

# Organisation Culture

Don't compete on pay, **compete on culture**

- Someone will always offer more
- Great culture takes time to build and cant be easily copied
- Great culture starts with lived company values
- Need to measure your culture, *'what gets measured, gets done'*

# Employer of Choice – LP&C Processes

- ✓ Lived Company Values Implementation
- ✓ Engagement Surveys & Action Planning
- ✓ 1on1 Employee Engagement Meetings
- ✓ Talent Assessment & Management
- ✓ Performance Management
- ✓ Leadership Development
- ✓ Strategic Planning
- ✓ Key Talent Accelerated Development

These culture and people processes incorporate industry best practice and drive company wide consistency



# Employer of Choice – LP&C Leader Toolkit

- ❖ GROW Coaching Model
- ❖ COVEY Managing Work Priorities Model
- ❖ HONEY & MUMFORD Learning Styles Model
- ❖ CPORT Delegation Model
- ❖ HERZBERG Motivation Model
- ❖ IDEA Job Instruction Model
- ❖ OPENED Performance Discussion Model
- ❖ SBI Feedback Models
- ❖ GENOS Emotional Intelligence Model
- ❖ KOTTER Change Leadership Model
- ❖ Team Effectiveness & Development Models
- ❖ Conflict Resolution Model

Each model has practical templates that guide leadership planning, scripting & execution

We provide these through Senior Leader Workshops, Leadership & People Management Programs and 1on1 Executive Coaching

# What 'Leading People & Culture' Offers?

Complimentary 'Good to Great' top level cultural assessment  
& recommendations

I will send this deck and my contact details to all attendees:

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# Employer of Choice

You may be thinking at the end of this session:

*Can we really afford the commitment to be the Employer of Choice?*

But ask yourself this:

*Can we really afford **NOT** to be committed to be the Employer of Choice?*

# Building Your Culture - Employer of Choice

And remember...

**IF YOU DO NOT DEVELOP  
YOUR CORPORATE CULTURE  
IT WILL DEVELOP ITSELF.**

# Building Your Culture - Employer of Choice

Thank you for your time..

Any Questions???