

REVISED DELOITTE BEST COMPANY SURVEY NAMES WINNERS IN THREE CATEGORIES AND GOES GLOBAL

The 2008 Deloitte Best Company To Work For Survey has seen a number of changes which include naming the top ranked companies in the small, medium and large size categories, rather than a single overall winner. Wesbank is the best large-sized company; Brandhouse Beverages the best medium-sized company and Business Systems Group Africa was placed top in the small company category. This is the ninth successive year that Deloitte has conducted the survey.

“Through a process of engaging with current and past survey participants and analysing trends emerging from the survey, it became clear that the employment experience was considerably different in small, medium and large-sized companies. For this reason, we took the decision to segment our participant base into three size categories as defined by number of full-time employees, namely, small (50 -300), medium (301 – 2500) and large (2501+ employees). This concept was introduced in 2007 and due to an extremely positive response from our participant population we have retained this convention in 2008. Furthermore, we have officially recognised the ‘Best Companies to Work For’ in each of these size categories,” said David Conradie, director of Human Capital at Deloitte.

“We have also thoroughly revised both the dimension and underlying item content of the survey, and it is noteworthy that despite this revision, the majority of the top ranking companies in previous years have been highly placed again this year. The enhancements included in this year’s survey reflect the both current and evolving workplace trends and reported priorities. The number of dimensions surveyed has increased to 13 from 11, with 7 dimensions being retained from the previous format and 6 new dimensions being introduced. These enhancements are designed to more comprehensively assess the total employment experience afforded by participating companies to their respective employees.”

Another innovative first for the survey is the inclusion of a ‘virtual participation’ option for those companies who employ less than required minimum number of 50 full-time employees and those who consider themselves not yet ready to participate in the official survey. Virtual participants receive the same benefits afforded to official participants except that their survey data is not integrated with that of official participants and they do not receive an official survey ranking. 14 companies participated virtually in the survey in 2008.

“We are extremely proud of the fact that the Best Company to Work For Survey was successfully launched in Russia in 2008. This represents a significant achievement for the South African firm and is a great example of a unique South African initiative being introduced into the global Deloitte network,” commented Conradie.

Top ranked companies across 17 industry sectors have been recognised this year and these are:

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| Agricultural | Pannar Seed |
| Automotive and Components | Key Group |
| Building, Construction and engineering | Golder Associates Africa |
| Business and Professional Services | PAG |
| Chemical and Pharmaceutical | Eli Lilly |
| Consumer Business | Brandhouse Beverages |

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| Financial Services: Insurance | The Unlimited Group |
| Financial Services: General | Cadiz Holdings |
| Information Technology | Business Systems Group Africa |
| Logistics, Shipping and Transport | Safcor Freight |
| Manufacturing | Plascon SA |
| Marketing | Acceleration eMarketing |
| Mining | Kumba Iron Ore |
| Public Sector / Utilities | Competition Commission SA |
| Retail | Nativa |
| Telecommunications, Media, TV, Radio and Press | iBurst |
| Tourism and Leisure | Flight Centre |

Initial survey data analysis has revealed some interesting trends with regard to dimension ranking across the three size categories.

Overall, Management Style, Values and Culture, Job Satisfaction and Change Management were highly ranked (most positively experienced by employees) across all three size categories, with HR Policies and Procedures being the second highest ranked dimension in the large-sized company category. The dimensions of Reward, Recognition, Performance Management and Communication were ranked lowest across the three size categories.

When considering the dimension ranking for the top 10 ranked small and medium-sized companies, there is a significant improvement in the rank ordering of both the Leadership and Recognition dimensions, with Values and Culture being the top ranked dimension in both categories. Of particular concern is the low ranking of the Communication dimension (last in the small company category and second last in the medium company category). Given the pervasive nature and impact of communication on the overall employment experience this outcome highlights a huge opportunity for improvement.

In the case of the top 10 large-sized companies, there is a similar improvement in the rank ordering of the Leadership dimension accompanied by a noticeable but less significant improvement in the Communication, Values and Culture, and Change Management dimensions.

“This survey is an excellent barometer of the extent to which participating companies are delivering an employment experience that supports their employer brand and provides insights into how they can enhance their eminence as employers of choice in the Southern African context. Congratulations to those companies who have had the courage and conviction to participate in the 2008 Deloitte Best Company to Work For Survey,” concluded Conradie.