

HR Florida Review

WINTER - SPRING 2006

For Florida's Human Resources Professionals

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Mike Wilkerson

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BEST PLACES TO WORK PROGRAM



SHRM Chapters Getting Members a Seat at the Table

In the continued search to bring value to their organizations and strengthen their position at the executive table, HR professionals look for programs that will solidify their role as strategic partners in the planning and management of the business.

In an effort to assist their members in this endeavor, SHRM Chapters throughout the state are joining with their local Chambers of Commerce, Economic Development Boards, and Workforce Development Boards to bring the Best Places To Work Program (BPTW) to their community.

The Personnel Dynamics Consulting Best Places To Work Program, winner of the 2002 Pinnacle Award from the National Society for Human Resource Management, is a program specifically designed to educate employers, promote your organization, identify best practices for retaining employees, collaborate with business and government leaders, identify the "Best Places to Work" in your community and collect employment data from your community.

Personnel Dynamics Consulting President Gerry Hoeffner said HR professionals need accurate data and solid information about their community to make a difference and an impression on senior management. "HR professionals are always looking for a place at the

executive table," said Hoeffner. "This program is one way to do that."

Hoeffner said the data gathered from these types of programs arms HR professionals with useful information. "The data allows them to have solid business discussions with their executive management team."

In this competitive workforce climate, Hoeffner said HR professionals need to bring value to their executives. With unemployment in the 3 percent range throughout most of the state of Florida, one of the biggest challenges



(Left to Right) Manning Financial Group, Spectrum Design, Indian River National Bank, the Law Office of Rossway, Moore & Taylor, and the Indian River County Sheriff's Office were presented with BPTW banners at the Awards Banquet in 2004.



The Exchange Club CASTLE (Child Abuse Services, Training and Life Enrichment Center) proudly displays their banner proclaiming them as one of the Best Places to Work in Fort Pierce, Florida.

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facing business today is attracting and retaining talented employees. The BPTW program allows HR professionals to collect the data that will determine if their workplace is competing for this talent. While it is easier to collect information on what is going on in larger cities like Miami, Tampa, Orlando and Jacksonville, it is not always easy to collect data on what is happening in Bradford, Collier, Martin and many of the smaller counties. The BPTW program allows HR professionals to collect this data, bring recognition to the SHRM Chapter in their community and add value to the importance of HR in their organization. Many businesses are using the BPTW reports as annual benchmarks for improvement for their organizations.

The Survey

The survey is carefully designed to be measurable, objective and easy to implement. Each participating company is questioned on 37 different areas of employment. The survey is simple and quick to complete with an average completion time between 30 and 60 minutes.

The Report

Each participating company receives a personalized report detailing the results. Each report itemizes the information, compares company data with other employers within the community and provides suggestions for improvement. The report contains valuable information that every HR professional should know about the business community.

The Awards

Personnel Dynamics Consulting calculates the responses to determine the winners. The "Best Place to Work" Awards go to organizations that receive the highest cumulative score in all of the weighted 37 categories. Organizers of the event may recognize as many winners as they like and create as many categories as they like. The program is customized specifically for the organizers and sponsors.



Every Harbor Federal Savings Branch displayed their achievement after the Brevard County awards in 2004.

Examples of Successful BPTW Programs

This year more than 400 business leaders were in attendance at the Best Places To Work Awards ceremony in St. Lucie County. Lake and Sumter Counties, two counties that combined their efforts, had more than 300 business leaders in attendance including U.S. Congressman Cliff Stearns. These are examples of two communities in which HR is making a big impact. For each of these counties, the BPTW Awards ceremony is the largest gathering of business professionals each year.

"The program has been a real blessing for us," said Tamara Williamson, City of Port St. Lucie, winner of the award for three consecutive years. "Yes, we won, and that has been a great advantage in the recruiting and retention of our employees; but the real benefit is sitting down each year and looking at the report. Our mayor and city council have taken a real interest in where we stand in this community and ensuring we remain competitive in this marketplace."

Suzanne Weiss, of the Human Resource Management Association of Martin County, said the program did well in its first year in her county. "This was the first year for the program in Martin County, and I was impressed with the interest from the local chambers and the support of our workforce development board," said Weiss. "This has been a great opportunity to work with the business leaders of our community and create a dynamic discussion concerning real HR issues."

Personnel Dynamics Consulting Best Places To Work program is presently being conducted in Martin, St. Lucie, Indian River, Brevard, Clay, Union, Bradford, Lake, Sumter and Collier Counties. The program is coming soon to Jefferson, LaFayette, Madison, Suwanee and Taylor Counties.

Starting a BPTW Program in Your Area

For more information on how to implement the BPTW program in your area or to have someone come to your chapter to discuss the Best Places To Work program, contact Gerry Hoeffner at Personnel Dynamics Consulting (772) 979-5028 or visit www.personneldynamics.net.

The Best Places To Work program was awarded SHRM's 2002 Pinnacle Award for the St. Lucie County Human Resources Association. ■