

**SPEAKING NOTES –WINNING  
ORGANIZATIONS**



**2011 Awards Luncheon  
FEBRUARY 16<sup>TH</sup>, 2012**

## **Small Employer Award**

Many organizations plan their success based on the commitment and dedication of their employees.

As well intentioned as it is to do that, executing it is often much more difficult than anticipated.

Those employers who achieve the lofty goal of success through the commitment and dedication of their employees, have done so because they have given more than lip service to the statement.

This year's recipient for the Employer of Distinction in the small employer category understood that principle.

In 1994, they implemented a new strategic direction for the organization, one that would see their employees become the driving force behind their business success. In order to achieve this they devoted significant resources toward the development and engagement of their workforce.

Here are just a few examples:

### **They gave their workforce the skills they needed to do their job**

Numerous professional development and training opportunities are made available to employees, including 100% employer paid national professional certification training programs. And after an employee finishes that program, they give them a raise.

### **They Capitalized on Diversity**

With a workforce that spans boomers to Generation Y, today's recipient recognizes that different generations in a workplace is not a management challenge, it is a management opportunity.

They recognize that each generation bring a different skill set to the workplace and provide opportunities for cross training and new skill acquisition between generations. They have the younger, tech savvy employees train longer term employees on ecommerce and technology, and long term employees to impart their in-depth knowledge of the industry.

### **They build in as much flexibility as possible**

They have met recruitment and retention challenges by providing flexibility in the workplace, providing flexible shift schedules to accommodate personal needs, a schedule that allows for the protection of employees during the slow business periods, job sharing, and accommodating employees when they return to school.

### **They keep their workforce safe**

Our small employer of distinction shows a commitment to Occupational Health & Safety often seen only in larger organizations. Their comprehensive and updated OH&S program has reduced accidents in the workplace and will be showcased in an upcoming edition of the *WHSCC Work Safe Newsletter*.

### **They reward in ways outside the pay check**

Today's recipient is an important contributor to their community, providing sponsorship of numerous high school activities and donations to local fundraisers.

They provide staff the ability to participate in numerous volunteer activities of personal significance, providing them with flexible schedules and paid salary for volunteer hours. At times they have even provided transportation and accommodation for volunteer committee activities.

We are not the only organization to recognize their excellence in Human Resources.

Their efforts to engage their workforce have been recognized with awards from their local chamber of commerce, their provincial industry association and their national industry association.

Today we add the Newfoundland and Labrador Employers' Council to that list.

Please join me in welcoming the 2011 recipient of the Employer of Distinction Award in the small employer category.

**St. Jude Hotel**

## **Large employer award:**

Today's recipient of the employer of distinction in the large employer category, like St. Jude Hotel believes that their success is achieved through people. They invest in their people to succeed in business.

To achieve this, they focus on three core objectives:

1. Attract, retain and grow the best people

One of the ways they achieve this is through strong performance planning and coaching

Their performance management program is focused on identifying strengths and areas of development. Each employee is part of a process that develops a plan for personal and professional growth that is aligned with corporate, department, and individual goals.

Following on this performance management is an elaborate training program that covers all aspects of their business. In 2011 their employees took more than 7500 training hours – most of which was self directed.

The results of their performance management and training programs have placed them in an enviable position when it comes to the labour market challenges we face as a province.

They now have a tremendous internal pool of qualified individuals ready for future promotion.

Do they recruit and retain, yes, but they do one of the best jobs we have ever seen of growing from within.

2. Foster a culture of exceptional performance, open communication, and employee engagement;

They have a very strong commitment to consultation with their union and engage in interest based bargaining. Today's recipient consults with union representatives inside and outside of the formal labour management meetings on all major policy issues that may impact staff.

This results in policies that are highly successful and viewed positively by the entire workforce.

In employee survey scores 82% of their staff report being extremely happy and proud to work at their business.

3. Ensure a safe, healthy and respectful workplace.

Today's recipient excels at all areas in health, safety and wellness.

Their lost time accidents are down 15% and they have experienced a steady decline in claim duration

Their Attendance Management & Support Program promotes employee health and recovery through early intervention and active case management and as a result, they have experienced an astounding **30% reduction in Sick Leave** usage since 2007.

So, what does all that mean to the bottom line? Did it make a difference?

You bet it did!

All of their efforts to create excellence in their people has resulted in record breaking performance each of the past three years with a percentage revenue growth of more than 17%.

They do such a good job of servicing their customer, I wouldn't think of shopping anywhere else!

This year's recipient of the Employer of Distinction Award in the large employer category is:

**Newfoundland and Labrador Liquor Corporation**