

Strong link between empowerment, performance

According to the latest figures from the 2009 Best Employers Survey, 80% of the country's best employers also score highly in empowerment and transformation. Samantha Crous, GM of CRF South Africa, said that this is a key signal of the direct correlation between a robust transformation strategy and being a good employer in general.

Findings from research and media group CRF South Africa - publishers of the annual Best Employers list of choice employers - have shown that there is a strong link between companies that prioritise empowerment and transformation and those that are accredited as Best Employers in South Africa.

“For example, Accenture SA is ranked the Best Employer in South Africa for 2009 and it is equally committed to transformation as shown by the data we pulled when looking at the Best Empowered Employers,” said Crous. “This of course should come as no surprise with it being the Number 1 employer, but what is exciting is that this level of commitment is shown throughout the list of accredited companies.”

Talent management, BEE

CRF reviewed the data collected during the 2009 survey and found a strong link between companies that excel in talent management and their commitment to the development of BEE candidates. This is demonstrated across various employee segments of the business - commitment to skills transfer and BEE talent training and development and relates specifically to the 3-year plan to achieve black and female executive and general staff targets.

These projections boldly aim to increase diversity, specifically in black senior management over the next three years. Many look to a 25% growth rate in black senior management in this from 15-20% and setting a new benchmark for transformation in SA. The current average for female executive management in SA is 23% - with the three year target aiming to increase this to 31%.

“This tells us that companies which truly emphasise diversity and empowerment are not just trying to meet BEE targets, but are genuinely making an effort to understand what their employees need and value and how to structure themselves better to meet these needs and retain their talent,” continues Crous. She said the decision to highlight empowerment as an independent metric was indicative of the strategic importance of retaining top black and female talent today.

“We increasingly feel it is important that companies differentiate themselves not only as Best Employers to their own staff and potential staff, but also as key developers of black and female talent in South Africa. Both these talent groups are critical to the future of South African business and we applaud the top-performing companies for their efforts.”

New ranking

According to Crous, because of these findings, CRF is planning to launch an additional ranking to track empowerment in SA. The 2010 survey of Best Employers, which begins in February 2010, will include a separate ranking for Best Empowered Employers.

“By interrogating our research that much more, we hope to provide true data on how companies are managing the skills challenge of diversity at all employee levels in the organisation, succession planning, training and development and what their plans are for coming years in meeting those challenges.

“Informing companies more deeply on this topic through our unique benchmarked data is crucial to fast-tracking the development of these talent groups to ensure a more prosperous and sustainable future of business,” Crous said.

Strong emphasis on diversity

“On the whole we are very impressed with how much emphasis South African companies across all industries are placing on empowerment and their commitment to the upward mobility of these talent groups within their organisations,” she continues.

Other findings from the Best Employers survey:

- 86% of companies have diversity documented as a strategic priority
- 88% have diversity listed as one of their job responsibilities
- 90% have dedicated gender and race-oriented diversity programmes
- 81% have dedicated physical disability-oriented diversity programmes
- over 50% of all companies surveyed have dedicated programmes focused on age, sexual orientation and religion

Crous said these high percentages are indicative of a growing movement to make HR management a more central strategic imperative and closer to the transformation agenda than has been the case in recent times.

Best Employers SA 2009

The following includes the names of all Best Employer accredited companies including those ranked in the Top 10 in South Africa for 2009/10 (in alphabetical order).

- ABSA
- Accenture
- Beyond Outsourcing
- BHP Billiton
- BAT
- Cashbuild
- Cell C
- Coca-Cola
- Denel Aviation
- Dimension Data
- Draft FCB
- Edcon
- Edward Nathan Sonnenbergs,
- East London IDZ
- Ernst & Young
- Exxaro
- FNB
- Gold Fields
- Hetzner
- IBM

- Industrial Development Corporation (IDC)
- Innovative Mining Products
- Irvin & Johnson (I&J)
- Itron
- Johannesburg Fresh Produce Market
- Legal Aid South Africa
- Liberty Life
- Levi Strauss South Africa
- Louis Group
- Matrix Vehicle Tracking
- Merseta
- Microsoft
- Missing Link
- MTN
- National Development Agency
- Nestle
- Netcare
- Mr Price Group
- Pick n Pay
- Rectron
- Regent Insurance Company
- Eversheds
- The South African Breweries (SAB)
- SAS Institute
- South African National Roads Agency (SANRAL)
- SA Tourism
- Safripol
- Sanofi-aventis South Africa
- SAP Africa
- Sechaba Medical Solutions
- Shell South Africa
- Siemens
- Telkom SA
- Total SA
- Tsogo Sun Group
- Unilever
- Werksmans Attorneys
- Y&R SA (Young & Rubicam)

To find out more about the rankings visit www.bestemployers.co.za.

For more, visit: <https://www.bizcommunity.com>