



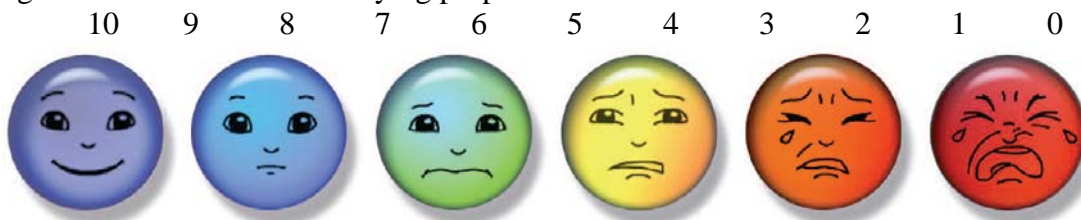
THE MIDWEST INSTITUTE & CENTER FOR WORKPLACE INNOVATION

Employer-of-Choice Scale

Below are the criteria by which employers of choice are often measured. Our ability to evaluate our status in each category will help us to target our resources in an optimal way. Once we have determined a baseline, we will determine the best course of action to achieve and sustain an “employer-of-choice” status.

Please circle the number that best reflects your perspective on the organization’s status in each category. Range: “10” represents complete organizational wellness and “0” represents the most need for resources and improvement.

Mission/Values/Philosophy: the organization is driven by clear values and a sense of mission and vision that permeates the culture, is shared by everyone in the organization and serves a unifying purpose.



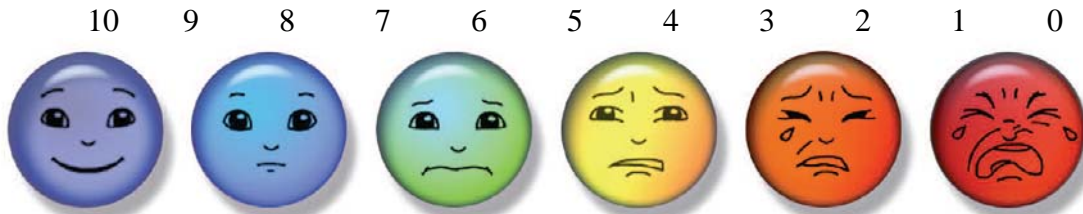
Comments:

Open Communication: honest and transparent communication creates trust, enhances commitment and encourages innovation.



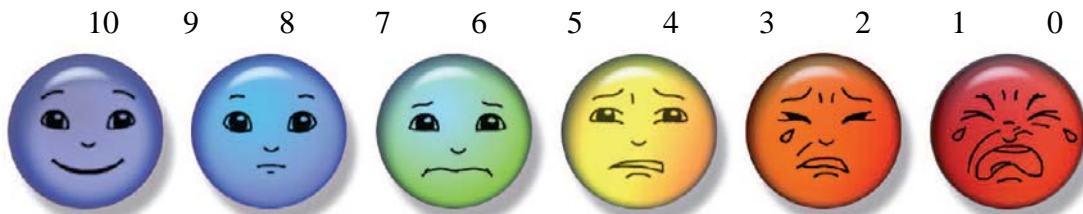
Comments:

Customer Focus: there is an extraordinary focus on the client and an emphasis on building long-term relationships. These organizations take pride and purpose from participating in events and issues outside of the workplace in the communities in which they live.



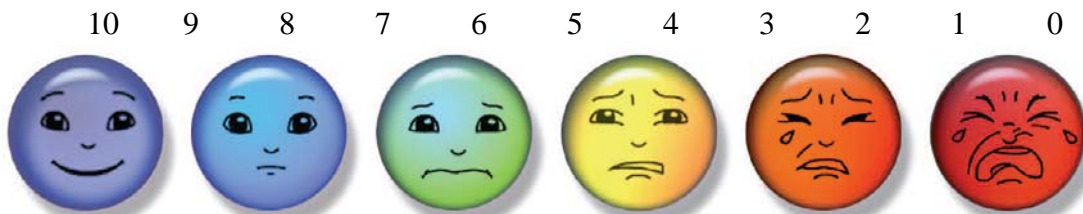
Comments:

Family-like Culture: leadership has intentionally created a sense of community within the organization.



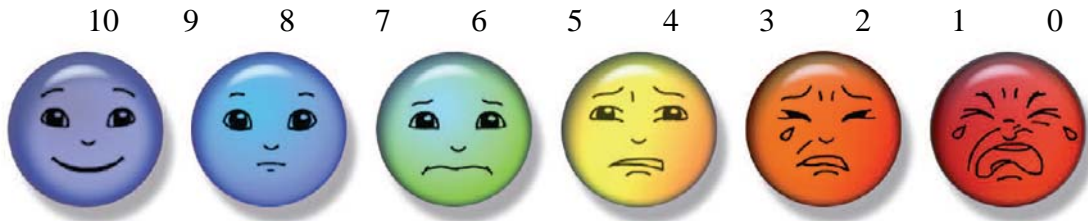
Comments:

Sustainability: leadership takes a long view of the business in order to thrive in both prosperous and challenging economies.



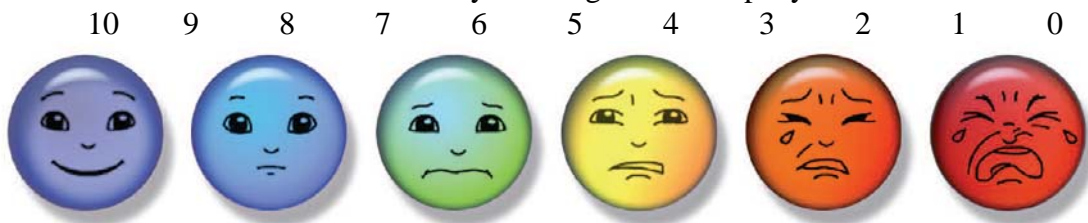
Comments:

Employee Learning & Development: the organization supports career path engagement by taking a comprehensive approach to developing employees.



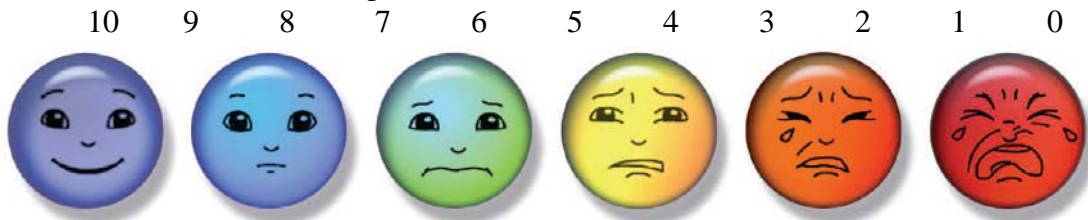
Comments:

Succession Focus: the organization invests in their workforce believes that most of their future leaders are already working in the company.



Comments:

Teamwork: teamwork is considered a core competency. Collaboration holds teams together and helps motivate action toward achieving goals. Teams are recognized and rewarded for their accomplishments.



Comments:

Focus on Wellness: there is a holistic approach to supporting balanced and healthy lifestyles, reducing stress, and organizational stewardship.



Comments:

Stewardship: employees act like owners and are committed to the long-term success of the organization.



Comments:

Date: _____ Baseline Mean Score: _____

Areas of Strength:

Areas of Opportunity:

Targeted Actions:

Expected Outcomes:

Date: _____ Follow-up Mean Score: _____