

HRM

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Introduction

Globally, all companies always strive to attract the best workers to form their workforce. In order to attract the best labourforce, companies need to develop a company culture which is desirable and the style of leadership that is specifically focused on employee engagement. Against this understanding, Amara (2014) argues that the aspect that makes a specific company as an employer to be chosen specifically lies in the ability to attracting and retaining the candidates who are the best, this always possible using a desirable company culture. Companies wishing to be considered employers of choice do not always focus on salary and terms but rather many HR issues need to be properly addressed with continuous improvements.

Currently, many employers in the race to be considered as employers of choice have adopted various benefits of employees in an attempting to retain and attract top talents. This is an illustration that the choice of employer means an organization that provides ¹ a great place to work. In essence, being an employer of choice greatly relies on the employment relationship quality. Companies considered as employers as choice of employers such as SAS and Google arguably had organizational cultures that were based on employment relationship models which were new that primarily focus on the collaboration between the employees and the employees (Baker, 2014). This employment relationship addresses the interests and needs of organizations and employees which were changing.

Essentially, it is always a normal practice for companies to look for qualified and skilled candidates to fill up their vacancies. Similarly, employees are also on the lookout for great organizations to hire them. These organizations are always referred to as employers of choice because they adopt practices on higher and competitive compensation than the prevailing market standards (Haddon, 2020).

Additionally, these organizations apply work cultures and provide a work environment that attracts and retains employees. An employer of choice against this understanding usually strives to favor the wellbeing of their employees.

On most occasions, being an employer of choice would mean an employer with fairly obvious traits that include; great benefits packages, competitive and attractive wages, job security, paid time-off, and room for growth. Employers of choice have an upper hand while recruiting because most employees believe that their organizational work cultures align individual personal success with organizational success (Herman & Gioia, 2001).

Programs to become choice of employer

Compensation

In order to be consider a choice of the employer, a company may decide to include a salary and a benefits package that is generally equal to or above the prevailing market standards. Companies need to offer comprehensive benefits to their employees, some of which may include but not limited to paid time-off, paid holidays, paid vacations, and insurance covers (Clarke, 2001). To be effective, these compensation packages need to be revised regularly.

Training and development

Training of employees ensures professional development since employees can learn new skills or sharpen their existing skills. Moreover, training is usually a vital tool to ensure that newly recruited employees learn and understand the organization's policies, cultures, vision, mission, and values. For companies wishing to be considered as companies of choice, training can be done in the form of training sessions for their employees or sending their employees or managers to attend seminars or conferences.

Offering employees training is arguably an opportunity for growth. Training provides the employees with a feeling of encouragement to continue developing their skills and career. Companies generally need to allow their employees to grow professionally through training and consequently avoiding rigid job classifications (Clarke, 2001). Ideally, continuous training and education is arguably an integral part of an organization, rather sporadic mandatory sessions.

Employee recognition

Another critical area that equally requires attention for companies wishing to be considered employers of choice is communication and transparency. Essentially, employees always want to be involved and to know what is going on. Considering employee recognition, companies need to be transparent in their activities so employees can have a meaning in their work and develop a subsequent feeling of being valued as team members. In essence, employee recognition significantly helps in developing a positive relationship between the organization's management and the employees (Baker, 2014). Employee recognition in itself ensures employees feel a connection with the company consequently stretching and preparing for their next assignments as a team. This enables them to recommend a particular organization to others as a place to work.

Benefits of becoming a choice of employer

Of late, choice of employer has continued gaining popularity, however, most employers do not understand the benefits associated with it. Essentially, the phrase employer of choice is a new design that focusses on corporate culture that ensures companies remain in the competitive edge in the face of employees. In a highly competitive environment, employers always strive to apply strategies that help them in attracting, optimizing, and retaining talent that needs to effectively serve customers. Some of the benefits which are associated with being a choice of employers.

Reduced marketing and recruiting expenses

It is observed that as a company can be known widely as a place to work in, the costs incurred when hiring new employees are considerably reduced since most employees will even approach the organization in search of new employment opportunities. The good name which is associated highly with being a choice of employer would save the company the expense of having to recruit marketers and recruiters to particularly attract the people they want and need (Clarke, 2001). In this sense, the company will have a large pool of interested applicants possibly of a high caliber hence their focus would automatically shift towards choosing the best from the already available pool.

Finding better employees

A company that is a choice of employer is usually more attractive potentially to those employed. Not only companies will be able to attract a larger pool of prospective employees, but also, it will attract better people. The overall quality of the prospective employees will arguably be better than those companies that are not identified as companies of choice. Unserious employees will choose not to apply to such organizations obviously fearing that their qualifications could be below what is required. Employers of choice are always starting performers and higher-quality employees will always want to be engaged in such companies whereby there can be highly productive and thus offer representation of achievement which is of high level as part of the organization.

Optimized company performance

It is obvious that employers of choice in most occasions recruit the best talents available, for this reason, having employees of higher quality on board, where productivity was enhanced

significantly. Employers of choice are always at the liberty of hiring those they want consequently helping them to achieve a greater level and higher level performance of consistency. Additionally, employees considered as top talent usually have long experience and can carry more tasks more accurately and more diligently (Herman & Gioia, 2001), this is because they are confident in what they are doing.

Higher chances of employees choosing to stay

On most occasions, employees choosing to work with a particular employer would also make conscious decisions to stay longer with them. It is argued that if some employee chooses to stay longer working with an employer, their higher level of continuity greatly benefits the employer. Arguably, employees are more productive when they know each other better, this is because their longer stay enhances higher levels of comfort and trust. Similarly, long-term employees usually develop an efficient understanding of the company processes, consequently becoming more efficient in a team-centered environment. Employers providing a stable work environment for their employees creates a feeling of needs met in the minds of the employees consequently prompting them to stay much longer.

Greater attractiveness to investors

Just like they attract prospective employees, employers of choice are always more attractive to potential investors. Baker (2014) argues that this is usually because of their stability and ability to respond effectively to market opportunities. Employers of choice are arguably more stable since their level of employee retention is higher than those of other companies. In this sense, these companies usually have a predictable future with a stable workforce thus the ability to attract more investment capital. Significantly, increased levels of investments in a company would enable

the company to thrive and grow consequently finding themselves in more competitive positions from where they can capture larger portions of the market.

Conclusion

Haddon (2020) argues that choice of employers are able to retain and attract those employed for long specifically due to the choice of company culture, leadership style, and employee engagement. To be a choice of employer, one has to strive beyond compensation and include many facets of HR that need continuous consideration and improvements. Summarily, for one to become a choice of employer it depends on the ability of the company to establish effective and enticing proposition of value to their employees.

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