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HR Asia™

**BEST COMPANIES  
TO WORK FOR  
IN ASIA 2012**

## **NO, NOT IN THAT SENSE.**

But yes, we do invite you to submit your nomination for this year's HR Asia best companies to work for in asia awards.

For more Details visit

[www.hrsiamedia.com/awards](http://www.hrsiamedia.com/awards)

# HR ASIA BEST COMPANIES TO WORK FOR IN ASIA 2012

We're in a state of flux. The economy has played mayhem to the best built plans, the climate has gone upside down, and talents have become the most expensive commodity on earth. More than before, it is important to be seen as not only as a good employer. You have to be the best. Even the definition of the best has shifted, along with the raised expectations and performance standards required across the region. HR Asia – Asia's most authoritative publication for senior HR professionals, presents the HR Asia Best Companies to Work for in Asia Awards 2012. The Awards will cover 12 markets across the region, and will culminate with a Report to be published in HR Asia's bumper issue and an award luncheon where the Report will also be presented.

## 5 REASONS TO PARTICIPATE

# 1.

### BETTER UNDERSTAND YOUR EMPLOYEE

Better understanding of your employees means better able to plan and execute your employee engagement, resourcing and retention plans. Most companies would have surveys and other feedback mechanism in place. But nothing beats an independent report-driven survey, which not only tracks your employees' input, but also measure it against your industry, your market and across the entire participant-base. The key benefit is hence: benchmark, benchmark, benchmark!



# 2.

### WHAT DO YOUR EMPLOYEES TELL OTHERS?

What your employees tell others during and after work can differ. It is important that you are aware what they are telling their friends, relatives, other co-workers and prospective employees. Discovering problems at their bud, and identifying good values and programs to replicate not only saves you time – it saves you money and of course, your own job!



# 3.

### BRANDING

Nothing's more powerful than an independent endorsement based on solid research data in helping you build your brand as a strong employer – and the Best Company to Work For.



# 4.

### ENHANCE YOUR COMPANY'S BOTTOMLINE

The ability to attract and retain top talents also means a direct positive impact to your bottomline. More importantly, the ability to build sustainable great companies that not only outperform and outlast the competitors but also deliver greater values to shareholders – rely primarily on your talents.



# 5.

### SIMPLE, PAINLESS PROCESS

In designing the HR Asia Best Companies to Work For in Asia, we reviewed other similar study and Awards, speak to senior HR professionals across our region and realised that the single most important wish-list of all organisations is this: keep it simple, please. As such, you will find that HR Asia Best Companies to Work For in Asia requires less time, is a painless process, and provide with similar benefits and accurate data that longer, more elaborate programs call for.



# HEART, MIND & SOUL™

## ELIGIBILITY

All companies in Asia with over 100 full-time equivalent employees and have been in operations for a minimum of 18 months at the time of submission are eligible to participate. However, as this is a market-specific program, you must meet the above criteria in the market for which you are submitting your nomination in.

## JUDGING

HR Asia Best Companies to Work for in Asia Awards 2012 will be judged by an independent panel of industry experts, academics, journalists and government representatives based on the HR Asia Employee Input Survey (EIS) Report and the HR Asia Workplace and Employee Engagement Survey (WEES). The judges will be presented with an Executive Summary of each qualified participant anonymously, and the Report and Comparative Chart of the EIS and the WEES Scores to aid in their judging.

## CONFIDENTIALITY

As the HR Asia Best Companies to Work for in Asia Awards 2012 are for many companies an employer branding tool, your participation is kept in utmost confidentiality. Except HR Asia, our appointed auditors and your own company, no one will know about your participation or the results. Exception is of course if you are selected AND you have accepted the Awards, at which point your name will be publicised and announced both in HR Asia and all local media. Similarly, we do not respond to requests for feedbacks, judging reasons and other information on the Awards, participants or recipients, except those stated in this kit or as communicated to the participants. As all submission are online, no hard copy of any participation is kept by HR Asia.

## PARTICIPATION FEE

The participation fee is US\$ 1,000 per company, which includes the HR Asia Employee Input Survey™ (EIS), HR Asia Workplace and Employee Engagement Survey™ (WEES), and HR Asia Best Companies to Work for in Asia Report. You will also be invited to the Awards Presentation and Networking Luncheon of your market.

## SIMPLE, PAINLESS PROCESS

### SUBMISSION OF NOMINATION

A 15-minutes online Nomination procedure. At this point, the company should nominate a Company Champion for the program who will be primarily point of contact.



### EIS / WEES GUIDE

HR Asia acknowledges Nomination and send you the EIS / WEES Selection and Employee Communication Guide.



### COMPLETION OF SURVEYS

Each survey takes between 15 to 30 minutes, and if you follow our Selection and Employee Communication Guide – it will take the organisation no more than one week to complete the whole process. All surveys are done online.



### REPORT GENERATION AND JUDGING

Upon completion of the Nomination cycle, and depending on the quantity and quality of nominations in your market, the Summarisation, Report Generation and Judging process will take place



### AWARDS PRESENTATION AND NETWORKING LUNCHEON

If you are selected as a recipient of HR Asia Best Companies to Work For in Asia 2012, you will receive your Award at the Awards Presentation and Networking Luncheon. As part of your Participation Fee, you will be invited to attend the luncheon in your respective market even if you are not selected.

## HR ASIA EMPLOYEE INPUT SURVEY™ (EIS)

Participants are required to nominate a minimum of 20 employees (or 20% of FTE headcount, whichever lower) to participate in the HR Asia Employee Input Survey™ (EIS). There is no upper limit to the number of employees nominated and participating in the EIS. The selection of employees for the EIS should reflect diversity in the following: job area / specialisation, age, ethnic background, seniority / pay grade, geographical assignment (if applicable). Detailed guide on the selection and employee communication process will be provided upon submission of nomination. Employees that are in the employment of the participant for less than six (6) months or who do not constitute what is generally accepted as 'full time employee' are not allowed to participate in the EIS.

EIS are confidential and should be self-administered by the nominated employee via an online code provided upon submission of your nomination for HR Asia Best Companies to Work for in Asia. Individual replies will not be provided to employers, although the aggregate result of the EIS, including comparative data will be provided as part of the HR Asia Best Companies to Work For in Asia Report. It is critical to remember that the Survey is more than just about completing the requirement to be part of the Awards and Report. It is an insight to your employees' motivation and an important engagement tool. By following our selection and employee communication guide closely, you will have ensured better accuracy in the Report that will be returned to you. Importantly, the Survey is done entirely online. No paper surveys will be accepted.

## HR ASIA WORKPLACE AND EMPLOYEE ENGAGEMENT SURVEY™ (WEES)

The designated Company Champion of the HR Asia Best Companies to Work For in Asia will have to complete the HR Asia Workplace and Employee Engagement Survey (WEES) which surveys your company's employee turnover rate, employee growth rate and workplace accident rate, among others. The WEES will need to be signed-off by either the HR Director or CEO of your company as an acceptance that the Survey is complete and truthful. Your answer will be scored, and together with the EIS Report, will form the basis of judging and will be presented to the Judges for their consideration.

H O W D O I N O M I N A T E M Y C O M P A N Y ?

Visit [www.hrsiamedia.com/awards](http://www.hrsiamedia.com/awards) to submit your nomination online.

F R E Q U E N T L Y A S K E D Q U E S T I O N

### What's in the

#### HR Asia Employee Input Survey™ (EIS)?

Your nominated employees will answer around 30 questions covering the issues of engagement, motivation and advocacy using a 5-point scoring scale. On top of that, there's 3 open-ended questions which are optional but will provide input in their own words on these three issues. As a safeguard, the Organising and Audit Teams go through all submission to weed out erroneous or extreme answers prior to tabulation, summarisation and report generation.

#### What are the Survey and Participation Timeframe?

We are working on a pre-determined schedule meant to announce the results in the HR Asia. Judging is done depending on the progress of nominations in your market. Similarly, the Awards Presentation and Networking Luncheon will be held following the completion of the Judging and Acceptance Process.

#### What is the Report I will be receiving?

Your two page report is like a scorecard: it will feature your overall scores versus your industry and market average, as well as the entire participation base. Depending on the quality and quantity of submission, the Report may in rare cases omit comparative data. The focus of the Report is on your employees' HEART, MIND AND SOUL™.

These are their emotional engagement to your company (HEART), their intent and motivation (MIND) and behaviour and advocacy of you as a HR Asia Best Companies to Work for in Asia (SOUL). Additionally, the Report will summarise or itinerarise, depending on quantity and quality of submission, the subjective answers of all your nominated employees in the EIS.

#### How do I know if I qualify?

All companies in Asia with over 100 full-time equivalent employees and have been in operations for a minimum of 18 months at the time of submission are eligible to participate. However, as this is a market-specific program, you must meet the above criteria in the market for which you are submitting your nomination in.

For example, if you have 20 employees each in Malaysia, Singapore, Thailand, Vietnam and Indonesia – you DO NOT qualify as you have not met the FTE requirement in any of those markets. Similarly, even if you have been in operations for decades, your eligibility is determined by your operational duration in the market applied for. Hence, if you have only been in the China for 8 months, you DO NOT qualify for submission for the China market. Your winning or participation in any other Awards or similar study do not automatically qualify you to be nominated in HR Asia Best Companies to Work for in Asia.

#### How soon will I know I have won?

You are likely to be informed in year 2012 of your winning status. This is market-specific, and dependent on quality and quantity of all nominations in your market. In some markets, recipients may only be announced at the Awards Presentation and Networking Luncheon.

#### Can I only submit if I am assured of winning?

As participation is voluntary and judging is independent, we cannot and do not know who wins until all due processes have taken place. Even if you have won or are listed in similar Awards and Report, it is no guarantee that the same will be true in HR Asia Best Companies to Work for in Asia. It is for this reason that we have kept the entire process as simple and painless as it can be for you and your company.

#### What language are the Surveys in?

The Surveys are conducted in English. In selected markets, participants will receive translated surveys as part of their Selection and Employee Communication Guide, which can be distributed to all nominated employees. However, the online survey will still be in English and the translated survey is only meant to guide them (numerically and visually) how to complete the survey.