

Microsoft the best place to work in SA 0 comments

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Microsoft SA has been rated as the Best Employer in South Africa for 2011/12 by the CRF Institute in its annual Best Employers Certification Index.

A total of 69 organisations were listed this year, a 20% increase from 2010. The Certification Index identifies choice employers through administering the International HR policy and practice research survey; proprietary of the CRF Institute.

The Index is the culmination of months of research, with findings independently audited by Grant Thornton South Africa. Organisations are rated in the following areas: organisation strategy; the HR function; communication; diversity management; corporate social responsibility; knowledge management; talent management and engagement; performance management; and rewards and recognition.

Following Microsoft SA as the number one ranked Best Employer in the top 10 are: Accenture SA, SAP South Africa, Unilever SA, Ernst & Young, Vodacom Group, Netcare Limited, Peninsula Beverage Company, Edward Nathan Sonnenbergs and Procter & Gamble SA.

According to Samantha Crous, country manager of the CRF Institute, the importance of the Best Employers campaign is that it recognises that, in a competitive labour market like South Africa where the business landscape has changed considerably over the past few years, success lies more than ever in an organisation's ability to distinguish itself by establishing and promoting excellent HR strategies and practices that can attract, retain and engage the right talent.

"The companies that are featured in this year's Best Employers campaign have shown innovation and creativity in addressing some of the challenges they face in the changing business arena," she says. "Adapting to an era built on a lean structure, the corporate world has realised that it's the value of relationships with employees, rather than the traditional bottom line that count.

"The latest research shows that more and more companies are turning their attention to engaging employees and have grasped the fact that engagement is about more than simply sticking a few posters on the wall in order to draw attention to certain aspects of an employee proposition. It's about getting people to believe in the vision of the company and how it makes a difference in South Africa and the world," says Crous.

She adds that this is where Microsoft excelled, ahead of an outstanding group of companies and people strategies.

According to Jabulani Ndhlovu, HR director of Microsoft SA, the company's vision is to contribute to the economic success of South Africa and everyday living of the average South African. "Consistent with the ideals of our founders, we aim to bring technology to as many people as possible. Microsoft South Africa's focus is that of enabling businesses and South Africa to realise its full potential through innovative technologies.

“Our people and their potential are key to our vision. We look for people who are extremely passionate about technology and its ability to change the way the world lives and works. We have been incredibly successful in keeping our people vigorously engaged in this purpose.”

He adds that Microsoft SA has been able to instil a culture of performance excellence in its employees.

Steven Veenendaal, CEO of the CRF Institute, believes the companies certified as Best Employers are establishing themselves as organisations that are forward-thinking and geared towards the future.

“The implications for the employees of such companies are obvious: who doesn’t want to reap the rewards of a carefully thought-out HR strategy, which considers each aspect of the individual and encourages them to give of their best. With such employees on board, success for these organisations is inevitable,” he says.

The full list of certified companies in the latest Best Employers campaign is: Absa, Accenture SA, African Rainbow Minerals, AfriSam (South Africa), Airports Company South Africa, Basil Read, Becton Dickinson, British American Tobacco, Cashbuild, Cisco Systems SA, City Lodge Hotels, Clicks Group, Coca-Cola South Africa, Council for Scientific and Industrial Research (CSIR), Crossroads Distribution, Denel Land Systems, Dimension Data MEA Group, Du Pont De Nemours South Africa, Effectiveness Company, Edward Nathan Sonnenbergs, e-Logics, Ernst & Young, Evras Highveld Steel & Vanadium, Exxaro Resources, Foskor, Group Five Construction, Hilti South Africa, IBM South Africa, Imperial Automotive, Industrial Development Corporation, Itron, Joburg Market, Joy Global Africa, Kimberly Clark of South Africa, Legal Aid South Africa, Liberty Holdings, Meltwater Group, Microsoft SA, MiX Telematics Africa, MTN South Africa, Mutual & Federal Insurance Company, New Concept Mining, Nestlé South Africa, Netcare, Old Mutual, Peninsula Beverage Company, Pfizer Laboratories, Pick n Pay Retailers, Platinum Group Services, Procter & Gamble SA, Rapidol/Kinky Group, Rectron Holdings, Regent, Safripol, Sanofi-aventis South Africa, SAP South Africa, SAS Institute, Siemens Southern Africa, Simba, State Information Technology Agency (SITA), Sybase South Africa, Telkom, the Premier Growth Group, the South African National Roads Agency, Tsogo Sun Group, Total South Africa, Unilever SA, Vodacom Group and Volkswagen Group South Africa.