

Employer of Choice applications due by July 31

An opportunity to promote brand, employees

ALLIE MURRAY

The Employer of Choice award provides top local businesses the opportunity to promote their brand and employees within their communities.

This year marks the second-annual year of the award.

The Corporate Culture and Employer of Choice Recognition (CCEOC) has partnered with Metroland Media and regional publications to shine light on the award and its winners.

Businesses are encouraged to apply for the award to help them raise the profiles of their businesses.

Completing the CCEOC's assessment and meeting or exceeding qualification standards is what puts

businesses in the running for the award.

Last year, there were three winners within the region.

Purity of Life Health Products in Acton received the award last year and was recognized for supplying Canada with high quality natural products since 1984.

Burlington's Public Library was also given the award. The Burlington Public Library was recognized for always focusing on providing the best library services for the community.

Promation, a robotics company in Oakville was one of the three businesses awarded last year. Promation manufactures high-quality tooling, automation and robotic systems for some of the biggest companies in the world, including Honda, Toyota and Tesla.

CCEOC President Jeff Doran explains that there

are many benefits in having your company receive the Halton Employer of Choice award, such as:

- Reduced turnover
- Lower operating costs
- More engaged and committed workforce
- Increased productivity
- Positive employer branding and PR
- Higher customer satisfaction and loyalty

The Employer of Choice program has four steps towards receiving the award. First, applicants must sign up online by filling out an application form.

Once they've been approved, the application moves onto next steps to create an Organizational Profile that highlights all of the positive aspects of leadership at the organization.

Next applicants fill out the Employee Commitment Survey, an online assessment tool.

Lastly, a weighted score system is used to deter-

mine the organizations grade. Winners are then announced with a detailed report.

Winners will also receive a trophy and will be

featured in The Burlington Post, The Oakville Beaver, The Georgetown Independent/Acton Free Press and the Milton Canadian Champion.

The program application is due on July 31.

Interested organizations can contact CCEOC at cemployerofchoice.com or call 416-896-7007.



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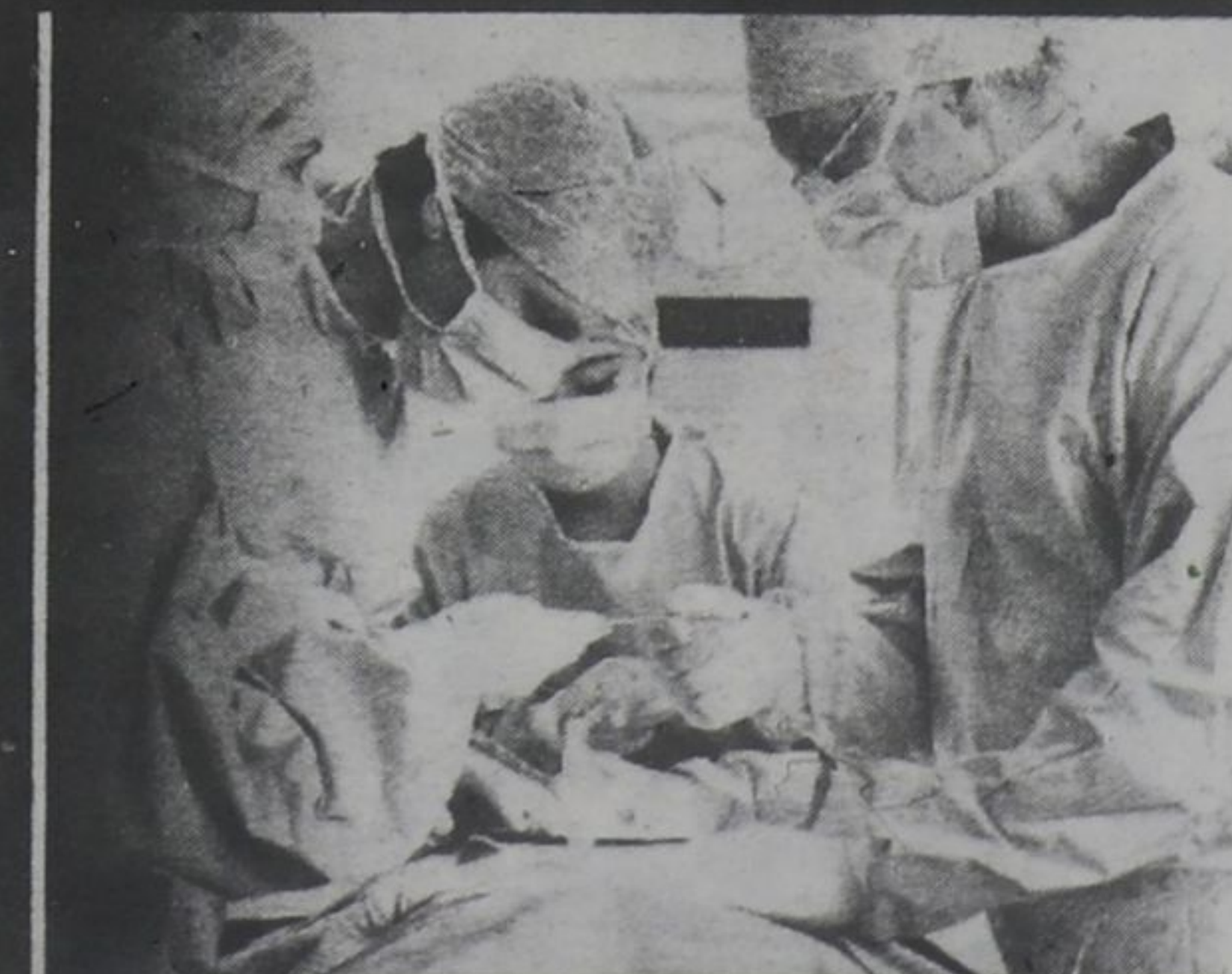
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