2008 World of Work Survey

Harris Interactive and Randstad corporation do an annual World of Work Survey. In this years’ addition they identified the 15 most important attributes employees value in a company.

This data is based on 3,494 interviews.

1. Recognizes the value I bring to the organization.
2. Delivers on its promise to customers.
3. Cares about their employees as much as their customers.
4. Provides a workplace that reflects its respect for me and my co-workers.
5. Has an active leadership who serves the company (not themselves).
6. Wants my honest input on business issues.
7. Encourages me to continually develop skill sets.
8. Encourages me to be an innovative thinker.
9. Focuses more on my strengths than on my weaknesses.
10. Encourages a collaborative work environment.
11. An employer I care so much about that I would defend it against criticism.
12. Where I believe in the company’s purpose / mission.
13. Strives to be true to its brand / mission not “most of the time” but all of the time.
14. Makes sure I have a good relationship with my supervisor.
15. Has a reputation for corporate responsibility.