

# Companies that gives importance to their employees

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Companies that gives importance to their employees BY 2141361 Companies that gives importance and value to its employee. Boston Consulting Group BCG invests " 100-plus hours and thousands of dollars to recruit each consultant," says the company's site, and it also claims to pay 100 percent of its employees'healthcare premiums. " Attracting top talent and maintaining anenvironmentin which employees can rapidly develop have been key to our success and our ability to deliver enormous value to clients.

Recognitions like this are a nice acknowledgment that our efforts are highly unusual and, based on our growth and client retention, ffective," says Rich Lesser, BCG's chairman of North and South America. SAS Institute SAS has ranked in Fortune's Top 100 for 14 consecutive years, according to the company's web site. The company says that " if you treat employees as if they make a difference, they will make a difference. SAS employee rewards includes subsidized Montessori child care, unlimited sick days, a free health care center, and intramural sports teams. CEO Jim Goodnight says that "[we create] aculturethat rewards innovation, encourages employees to try new things and yet doesn't penalize them or taking chances, and a culture that cares about employees' personal and professional growth. " Zappos. com Zappos accomplishes a mix of both " traditional" ways of showing employee appreciation, like company picnics and holiday parties, as well as more unique ways.

Last year they held the Zfrog awards, which let employees pitch their own business ideas, " laughter yoga" classes, Tank Top Tuesday, and recognizing employees in different departments, such as Merchandiser of the Quarter. " I

love working at Zappos; the creativity and fun we have here are unparalleled, at least by any other ob I've ever had. There are all sorts of people here: young and old; shy and extremely outgoing; 'normal' and... weird. I love that Zappos embraces people of all cultures, styles, and personalities," says one Zappos employee.

DreamWorks Animation According to DreamWorks' careers site, " the work community is enriched with many special events including movie screenings, art and short film festivals, artistic development classes, andfamilyget-togethers. " " We are committed to fostering a culture that embraces innovation, creativity, collaboration, and a solid dose of fun. " Throughout the year, the company offers its employees art shows, craft fairs, movie screenings, art classes and lectures.

CEO Jeffrey Katzenberg communicates daily with his employees through blog posts and his staff appreciates " the transparency between the employees and the CEO," says Dina Strada, Manager of Employee Events and Communications. Hasbro, Inc. On its web site, Hasbro writes: " We value our employees and understand that our success would not be possible without all theirhard work, dedication, and passion. " Hasbro employees have access to the company's fitness centers, half-day Fridays, rograms.

Hasbro also makes sure to remember employees' children by participating in Kids Carnival, Santa Breakfast, and Bring Your Son/Daughter to Work Day. S. C. Johnson At the family company S. C. Johnson, 12, 000 employees have access to a concierge service that will see to it that their chores get done.

This ranges from returning overdue library books to making sure your dry cleaning gets picked up on time. " To make the best products for your family, we need the best people in our company family," according to the company website. Also available are childcare for parent employees, and paid sabbaticals.