

Best companies to work for

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The company that I have selected, DreamWorks Animation SKG, is ranked 10th on Fortune Magazine's "100 Best Companies to Work For." The appeal of DreamWorks as among the top companies is quite apparent, the repertoire of its achievements is known to virtually everyone regardless of age whether it be the old or the young. The company has elevated the level of animation as to draw audiences of all ages with its closest rival being no less than 'Finding Nemo' creator Pixar Animation. DreamWorks is the brains behind successful animation franchises such as 'Shrek,' 'Madagascar' and 'Kung Fu Panda,' including other popular animated films like 'Shark Tale' and 'Chicken Run' to name a few.

DreamWorks Animation SKG did a great job of communicating the work philosophy of the company. They in fact included a comprehensive statement on the website where a link was provided titled careers on the bottom part of the main page. "We are committed to fostering a culture that embraces innovation, creativity, collaboration, and a solid dose of fun" (DreamWorks Animation SKG, par. 1). The company provides a very flamboyant take on attracting potential employees. The website also has a link to a picture gallery of the office grounds which has landscaped gardens, a basketball court, lobby with a huge replica of Po from 'Kung Fu Panda,' snapshots of employees happily at work, a lounge equipped with a pool table and outdoor eating area, its total area amounting to six acres. There were also testimonies from employees on what their job entails and how it affects the films the company makes.

The company does follow through with a number of perks they offer to employees including free breakfast and lunch, exclusive movie screenings

and other complimentary facilities like yoga classes, company parties and art classes to nurture creativity where everyone is encouraged to join, at times even personally by the company's CEO Jefferey Katzenberg (Fortune, pars. 1-2). The company puts emphasis on the diversity of their employees where there is a multitude of nationalities from all over the globe. DreamWorks maintains that they "are constantly searching for experienced leaders and enthusiastic emerging talent who share a passion for telling stories and making movies to join our ever growing DreamWorks family" (par. 3).

The company is the kind of employer that allows its employees to explore their creativity and would be an ideal place to work in and a company to work for. I would definitely consider working for DreamWorks. There is a balance provided because they offer other conveniences that are not ordinarily provided for in other companies. Besides being an 8-hour job, there are other factors that they have included to create a lighter atmosphere for everyone. It goes beyond the regular working schedule and provides other bonuses like company sponsored get-togethers which make it more family oriented that people are cultivating not only careers but also personal relationships. The child at heart could easily feel a sense of belongingness being in unrestricted creative surroundings while those who have children will easily take pride on what they do.

The success of DreamWorks animation continues which also redounds to the company's upgrades. It also doesn't hurt that you will be working for names like Steven Spielberg, Jeffrey Katzenberg and David Geffen including the best minds that created iconic animated films. Another notable factor about DreamWorks is that they are continuously hiring and this is made

conveniently available in their website. But perhaps the best aspect of the company's philosophy and practice is their "Life's A Pitch" attitude where anyone can present their idea to their bosses because they believe that a great idea can come from anyone and anywhere. They even have workshops where people can learn to improve how to deliver a pitch. This generates very high morale for each individual where the possibilities are endless as long as one incessantly creates.

Bibliography

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Fortune Magazine. " 100 Best Companies to Work For." 2011. CNN Money. 26 September 2011 .