

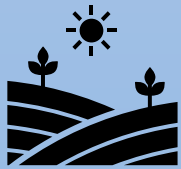
# The building blocks for becoming an employer of choice

## What is an employer of choice?

A business that has a strong reputation and popularity in the marketplace for creating a workplace that values its staff and stands out from the competition

### Clear vision & values

Have a clear vision of where you want to be and outline how important your people are in helping you get there



### Leadership

Create a positive working environment where people enjoy coming to work and trust and respect each other



### Communication

Establish regular open and honest two-way communication where staff feel listened to, involved and get regular feedback



### Reward & recognition

Create benefit packages that drive a culture of motivation and wellbeing, supported by day to day 'thank you's' and feedback



### Competitor awareness

Be aware of your reputation in the marketplace and what your competition is doing... and always stay one step ahead



### People

Ensure staff feel valued, part of the farm 'team', understand their role, and are supported and developed to achieve their goals and career ambitions



### Clear ways of working

Provide clear policies, processes and protocols showing how you will look after people, keep them safe and help them understand what to do

