



FREQUENTLY ASKED QUESTIONS

Revised May 2, 2010

What is the Goal of the State Program?

To identify Arizona's Most Admired Companies to help promote our state as a premier destination to attract quality employees and employers for the benefit of the economy, businesses and workforce.

What are the Programs Objectives?

The objective of this program is to identify a list of *Arizona's Most Admired Companies* based on leadership contribution and employee, customer and community opinions. The categories evaluated include: Workplace Culture (as voted by employees), Leadership Excellence, Corporate & Social Responsibility (community and environment), and Customer Opinion (as assessed by customers).

This will be the most comprehensive and most prestigious award program in Arizona. It will recognize the contributions and impact these "most admired companies" bring to the state. All participants will receive many benefits from participating in the process such as best practice ideas, benchmark data, and for the honorees – increased market and brand awareness on a state and national level.

What are the Program Benefits?

There are numerous benefits associated with the Most Admired Program.

- **Benefits for the State:** This project will contribute to the continued growth and economic prosperity of the state by positively impacting the image of Arizona, thereby allowing the state to attract and retain more businesses and jobs.
- **Benefits for Program Partners (Member based Organizations):** This state program has been designed to increase awareness on all of the state's member based organizations (city, state and national chapters), with the goal of increasing membership and participation in award programs.
- **Benefits for Participating Companies:** The list provides positive public recognition for winning companies increasing their visibility, public profile and financial performance (see Enhanced Performance and Results), while at the same time provides best practice information for ALL companies to improve.
- **Benefits for the Employees:** The list provides a source of pride and public recognition for the employees and creates a stronger desire to stay at that company and get involved in the community as leaders and mentors. Additionally, passive and active job-seekers can identify companies that have great workplaces in Arizona by visiting www.bestcompaniesaz.com.

Enhanced Performance and Results:

Based on research of local and national programs, there is a strong positive correlation between progressive people practices and increased financial performance. For instance, publicly held companies on Fortune magazine's "100 Best Companies to Work For" list historically have far outperformed the stock market averages over recorded three, five and ten year periods. The same correlation can be found among local 2005 "Best Place to Work" companies when comparing their performance to the S&P 500.

The Phoenix public companies showed a return of almost double the S&P 12 month return. Some specific areas of improved financial performance that companies with better workplace practices can typically expect are:

- Opportunity to join BestCompaniesAZ's membership group designed exclusively for ONLY Arizona's Most Admired and BEST companies. Call 480-545-5151 to join today.
- Increased exposure at the state and national level as the list will be published in the Arizona Magazine, online at BestCompaniesAZ.com, distributed throughout the state, and on a national level by working through our program partners (see full list).
- Lower turnover costs. Companies on "best lists" typically experience lower turnover rates that are about one-half that of their industries.
- Enhanced recruiting efforts targeting quality candidates (passive and active job seekers).
- Lower costs associated with the negative aspects of bad workplaces - better attendance, lower medical costs resulting from stress-related illness, fewer on-the-job accidents.
- Higher levels of autonomy, innovation and risk-taking.
- Increased public profile and positive recognition increasing employee pride.
- Increased employee satisfaction, high employee morale and employee retention (reduced turnover costs).
- Higher degree of customer satisfaction.
- Increased brand and market awareness providing a competitive advantage.
- Increased PR exposure and public profile.

What Categories are Surveyed and Evaluated?

- Workplace Culture (as voted by employees in an anonymous survey)
- Leadership Excellence (as evidenced by the impact/visibility leaders have in community)
- Corporate & Social responsibility (community and environment)
- Customer Opinion (as assessed by customers)

Who is eligible to participate?

Arizona companies with at least 50 employees are eligible to submit an application. These companies can be for-profit, non-profit, private, public, subsidiaries or business units, government or state agencies, or charitable organizations. The 50+ employees must be full-time or part-time employees working in Arizona (seasonal, temporaries or contractors should not be included in this headcount).

Since this program will be the MOST prestigious award in the state, we would expect to see many participating companies on the following state and/or national award programs within the past 12-24 months (see list on Page 3), OR if not, you should be able to provide sufficient documentation to validate superior performance in the four categories surveyed.

In addition, you MUST have conducted an employee survey or gathered employee feedback in the last 12-24 months via an internal anonymous employee survey, achieving an 80%+ favorable total company score, or through employee focus groups or other mechanism. Additional information may be requested for committee discussion and validation.

Do you have a list of “Eligible” Award Programs in Arizona?

Following is a list of many award programs that you may have already received, or would like to get involved with in the future. Each program has its own “eligibility criteria” and “target audience” so we encourage you to learn more about all the great programs in your city/state and get involved if it meets your business and marketing/PR goals for the future.

This state program (Arizona’s Most Admired Companies) has been strategically designed to compliment these local, city, state and national programs, helping to increase exposure on the benefits associated with each. To help determine the “Most Admired Companies” across the state, we are looking for validation that participating companies are making a contribution to our state or communities in which they reside. Since this program has been designed to be the most prestigious award in the state, we would expect that many of the “award winners” have received many of the following awards or are able to provide sufficient documentation to validate superior performance in the four categories:

- **AZ Big Media: (visit our website for details)**
 - Health Care Leadership Awards March
 - RED Awards (Real Estate & Development) March
 - Ranking Arizona - Best of the Best Awards April
 - Fast 50 September/October – TBD
 - Arizona’s Most Admired Companies September/October - TBD
 - Centers of Influence October
 - CFO of the Year November
 - HR Awards December
- **State Awards**
 - Governor’s Celebration of Innovation, AZ Tech Council November
 - Top 25 Workplaces for Women (Republic Media) February
 - When Work Works, Alfred Sloan June
 - Workforce Diversity Award, AZ SHRM November
- **The Phoenix Business Journal (Metro Phoenix Program)**
 - Best Places to Work in the Valley December
- **Other Awards**
 - Copper Cactus Awards, Best Places to Work Tucson, Wells Fargo Bank
 - Scottsdale Chamber Sterling Awards November
 - Chandler 100

National Awards

- 100 Best Companies to Work for in America Fortune
- Fortune Most Admired Companies Fortune
- Best Small and Medium Best Companies to Work HR Magazine
- World’s Most Ethical Companies Etisphere
- Best Places to Launch a Career Business Week
- Diversity Inc, 50 Top Diversity Diversity Inc.com
- AARP Best Employers for Older Workers AARP
- 100 Best Companies for Working Mother Working Mother Magazine
- 100 Best Places to Work in IT Computerworld
- Best Places to Work in Healthcare Modern Healthcare

If you’d like to add your award program to this list, please contact: MAC@AzMostAdmired.com.

Disclaimer: BestCompaniesAZ provides this list as a resource to Arizona employers to encourage participation in programs that fit your business and PR/Marketing goals. This is not a complete list of all programs available across our state and we cannot guarantee our information is 100% accurate. We encourage you to visit each organization’s website for complete program details.

My company has offices and employees in multiple cities across Arizona. How many employees should I enter on the application form?

You should include the total number of full-time or part-time permanent employees that are most likely to be impacted by the corporate culture or interact with your customers. For example, if you have 5 employees in Tucson, 5 in Yuma, 5 in Flagstaff and 100 in Phoenix, and all 115 report into the same CEO or “most senior leader” for Arizona, they should be included in the headcount.

What is considered a “part-time employee”?

To include part-time employees, the employees must meet the following criteria:

- The employees must work at least 20 hours/week.
- The employees are not seasonal or contract workers.

What is the Application Process and Deadline?

This is a 2 step process:

1. You must **Pre-Register by completing Section 1 of the Application Form** and submit to MAC@AzMostAdmired.com prior to completing Sections II and III below.
2. **Complete Section II and III of the Application Form** and submit final form and supporting documents to MAC@AzMostAdmired.com by **June 15, 2010**. This form requires a company representative to respond to 5 open-ended and some demographic information. All sections of the form must be completed for consideration by the selection committee.

Is there a cost to participate?

There is no fee to participate in this process unless you have not participated in one of the “eligible” Employee Opinion Surveys noted above. If you are required to launch a survey to validate your workplace culture response, contact Bev Gant for more information on our Team Pulse survey, MAC@AzMostAdmired.com.

What is the timeline?

April 30	Pre Registration Form to be completed (Section I)
June 15	Deadline to submit Complete Application (Section II and III)
July/August	Evaluation and Review Period
Sept/Oct	Award Winners announced

Who Evaluates and selects the Winners?

All applications will be reviewed by a selection committee comprised of industry leaders, the *Arizona Business Magazine* editorial team and “MAC” Presenting Sponsors or Partners that are not participating in the competition. The selection committee determines all honorees of the Most Admired Companies program. **BestCompaniesAZ will facilitate the process but will not participate in the selection of final list winners due to the nature of its role in providing consulting services to the community.**

How are companies evaluated and rated?

The list will be based on a rating scale of 1-10 for each question. Both subjective and objective criteria will be used. As this is our 1st year, we will not determine how many “most admired” companies will be selected. The total number will be based on how many applications are received and the overall favorable scores each company receives. We would expect our first year to have a minimum of 25 to a maximum of 100 Arizona Most Admired Companies.

How many companies will win the award and how will they be listed?

Again, with this being our first year, our goal is to rank all companies in alphabetical order so all will receive equal exposure as one of Arizona's Most Admired Companies. Special awards will be highlighted based on Highest Ranking Company in different categories. For example: by Industry, Headcount Size, Category Surveyed, Most Unique Best Practice, etc. More specific details will be provided in July/August.

When will the winners be announced?

Honorees will be notified approximately 30-45 days prior to the awards program and announced to the public at the awards reception held in September or October. *Arizona Business Magazine* will publish a special feature highlighting all of the 2010 Most Admired Companies in their October issue, plus the full list and "unique best practices" will be featured on BestCompaniesAZ.com. Details on the award reception will be provided by June 15.

What types of questions are asked in the application form?

Employers are asked to complete an application form that requires some company information and 5 open ended questions:

1. **Workplace Culture** (as voted by employees through an anonymous employee survey)
2. **Leadership Excellence** (reputation of leaders in the community creating good will or economic impact to the community)
3. **Corporate & Social Responsibility** (involved in giving back to and/or supporting the community and the environment)
4. **Customer Opinion** (Solid reputation for delivering superior customer service as assessed by customers)
5. In 50 words or less, briefly describe why your company is an Arizona Most Admired Company. What makes your company stand out from all other Arizona employers?

What if I do not make the list? Is the application process confidential?

Companies that participate but do not make the list will not be disclosed. We do not reveal whether or not a company has participated for selection on the list.

What if I still have questions?

During the months of January through June, the BestCompaniesAZ team will host monthly workshops across the state educating Arizona employers on what it takes to achieve "Most Admired" status. Sign up here to attend http://www.bestcompaniesaz.com/events_news.asp or subscribe to our E-News and we will keep you up-to-date on all upcoming events. If you would like to schedule a workshop in your city, please contact DGredler@BestCompaniesAZ.com.

Please contact us at MAC@AzMostAdmired.com or by calling 480-545-5151. With this being a new program and our inaugural launch, we encourage questions so that we can expand this Q&A for the benefit of all Arizona employers.

Thank you for your interest in Arizona's Most Admired Companies Program and Good Luck!

The BestCompaniesAZ Team