



NEWSLINE

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SAFRIPOL RATED ONE OF SA'S BEST EMPLOYERS FOR THE THIRD YEAR IN A ROW



Hi Everyone!

At the CRF Institute's award ceremony last night, Safripol was ranked the 3rd best employer in South Africa in the small-company category. This is the third consecutive year we have received the Best Employer accreditation. Safripol was also accredited as Best Employer in the Chemical Sector. What an achievement!

The overall winner was SAP South Africa (Pty) Ltd. In our category we were surpassed by Coca-Cola and Beckton Dickenson (Pty) Ltd. Coca-Cola achieved an overall 4th position.

This is a terrific achievement! We know that most of our competitors for this honour use the detailed feedback provided by the CRF to improve their performance – just as we do. So it's not enough to do the same as in previous years: to win three times in a row you have to keep getting better.

And don't for a minute doubt the rigour and credibility of the evaluation process. The CRF worked with many leading organizations (including Accenture, Deloitte, the UCT Graduate School of Business, the Institute of People Management, the SA Institute of People Management, the Afrikaanse Handelsinstituut, the Businesswomen's Association and the Institute of Directors) to develop a research methodology that spans all of the attributes of a top employer. It uses a combination of desk research, analysis and interviews with our senior managers and employees, with the scoring and selection overseen by the auditing firm Grant Thornton. And it uses the best of local and international standards to measure the competing companies.

So what does all of this mean, apart from the obvious satisfaction of knowing that you are part of an organization that is highly rated in terms of how it treats and manages its people?

The most important benefit is that it allows us to scrutinize our weaknesses as well as our strengths, to benchmark ourselves against some of the overall winners in this research study, and to consult with CRF's experts on our strategy for improvement. All of this is vital if we are to continue to attract the best people in our industry, and to provide an environment that allows our people to reach their full potential.

So while congratulations are in order for Sakkie du Plessis and his team, this is an award that all of us can be proud of. To win it three times in a row is surely proof – if any more were needed – that together we make up a truly remarkable organization.

Best regards,

Joaquin