

WORKSHEET



The Best Place to Work in the World

Ranked as Fortune's top employer in the world for the past six consecutive years, Google receives over two million applications a year. Read on to learn more about why they've been so successful at attracting top talent, and how you can become an employer of choice.

Why do people want to work at Google?



High Job Satisfaction

Alongside their Googleplex, more than 64,000 Google employees take advantage of their working perks such as a generous paid parental leave and on-site childcare. One employee describes Google as "a company that treats their employees great and in return gets motivated and loyal employees." You may not have Google's financial budget to afford childcare services for your employees or even build a "Googleplex" for them. However, you can provide small amenities showing that you care about their satisfaction, such as a wellness budget, or organize gatherings where you and your employees' exercise and bond together.

Work that Impacts

PayScale reports that 73% of Google employees find their jobs to be meaningful. With the company's mission "to organize the world's information and make it universally accessible and useful," Google constantly provides their employees with challenging and meaningful projects where its employees can see the impact it brings. You can bring this into your organization by encouraging cross-departmental projects, where your employees can see how their work affects other departments, and eventually your consumers.

Flexible Work Environments

Google cares about how and where their employees work best, leading to more than one-quarter of Google employees working from home. An employee wrote on Glassdoor that "[Google is] flexible. But don't get me wrong — you'll work a lot. But you don't have to do all of it chained to your desk." For instance, allow your employees to experiment with different working locations. Maybe the type of work your employees do doesn't require them to be sitting at a cubicle from 9-5. Maybe it could be done from home, or from a beach, or anywhere with the internet. Whatever the case be, be flexible and give your employees the option of working where they work best.

Encourage Creativity and Innovation

"The work environment [at Google] is laid back, and less competitive than others. It really allows room for creativity," writes a Google product manager. While employees are encouraged to create ambitious goals, they aren't expected to meet those goals and are supported by Google when they make mistakes. Providing a psychologically safe environment for your employees to take risks, spur ingenuity and autonomous thought, and view challenges as learning opportunities creates an innovative working environment where employees can be creative and think outside the box.

Reflection Questions

- How do your employees work best?
- When are your employees their best selves?
- What drains your employees' energy?
- What kind of learners are your employees?
- How do your employees like to be managed?
- How do your employees like to be recognized?
- What do your employees need to feel connected to your team?
- When are your employees the most and least creative?