



Vision and campaign benefits



As Myanmar's burgeoning economy is establishing a growing presence in the international community, the needs and standards of companies and their members are evolving with it. The need to nurture a qualified workforce to support the growth of Myanmar has become increasingly important. As employers look to find new ways to attract better qualified talent, and job seekers seek for the best workplaces, the BCIM campaign provides a platform that can serve both needs. By recognizing employers based on the satisfaction and overall engagement of their own employees, the BCIM campaign also provides a measure for companies to benchmark themselves against the rest of the market.

Overall, the BCIM campaign is designed to:

- Provide you with an effective tool and channel to enhance your overall employer brand
- Provide you an independent platform to be recognized as an employer of choice
- Help you better attract and retain talent
- Help you make your employees feel they are heard via the BCIM employee survey
- Gain better insight and reporting into levels of engagement and satisfaction of your workforce
- Help you find areas of improvement through the analysis of the data
- Benchmark your results to the rest of the industry



100% Online Campaign

Employee Engagement Survey



A company-wide Employee Engagement survey of your white collar workforce is administered through the Best Companies to Work online platform.

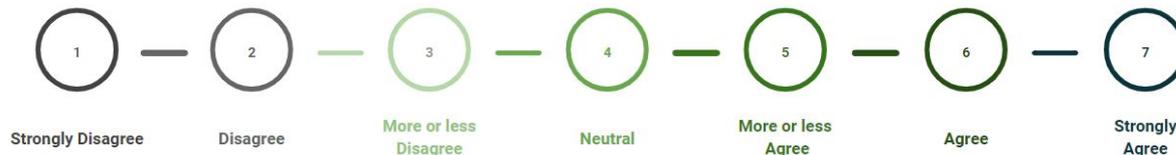
In order to ensure a statistically representative sample of responses, a minimum threshold is required for each organization, based on company headcount.

- Company Size (white collar workforce) ; Minimum % of respondents within white collar pool
 - 10-50 ; 100%
 - 51-200 ; 90%
 - 201-500: 80%
 - 500-1000: 70%
 - 1000+: 70%

Sample Questions

The BCIM survey is composed of 70 questions, divided in 7 key functional areas:

- **Company Purpose and Strategic Alignment**
 - E.g. The values of the organization are very clear to me
- **Management and Leadership**
 - E.g. My management shows appreciation for my good work and extra effort
- **My Work**
 - E.g. I can see the direct effect of my work to the success of the company
- **Communication and Teamwork**
 - Communication between each department is open and transparent in my workplace
- **Personal Growth and Development Opportunities**
 - E.g. I have a clear career growth path in this organization
- **Recognition, Reward and Benefits**
 - E.g. My performance is evaluated regularly
- **Work Environment**
 - E.g. Our facilities contribute to a productive working environment
- (Extra Covid-19 Section)



COVID-19 Additional Insights



In this year's campaign, an additional chapter about the impact of COVID-19 on the wellbeing of your employees is added, aiming to measure the overall satisfaction and opinion of your employees with regards to how the company has been dealing with the COVID-19 crisis.

Extra Section 10: Effect of the Covid-19 on your company

With the unprecedented impact of Covid-19 changing how companies are able to conduct business, we are collecting data to understand the changes and challenges that are being faced and what companies are doing to navigate these uncertain times.

1. I agree with all the actions taken by the company during the COVID-19 crisis
2. I feel personally financially secure in my job during COVID-19
3. Overall I am proud of how my company has reacted to the COVID-19 crisis
4. I am satisfied with what the company has done to improve health and safety measures
5. Communication from management during this time has been transparent and truthful
6. The company keeps me informed about Covid-19 government and health updates
7. I understand why the company may need to make cost cuts, layoffs, redundancies
8. The company has kept me informed and updated regarding impacts of Covid-19
9. I feel the company has a solid plan forward to survive the Covid-19 crisis
10. I feel my company acted very fast in response to the Covid-19 crisis
11. I feel the company genuinely cares about me and my family during this crisis.
12. I am comfortable and being productive working from home
13. I am afraid of coming to work at the office
14. I am afraid of meeting with clients, suppliers or business partners
15. The government is doing a great job to support my company

The BCIM Report



Besides extensive employer branding opportunities, the BCIM campaign aims to help HR departments gain a more thorough understanding of their people. Organisations always greatly benefit from additional data about the engagement of their workforce and an analysis of the data can provide exceptional insights into the state and trends at all levels.

This in turn can facilitate more effective HR and business strategy planning. A comprehensive report will be provided for each participating company after the survey is complete, including a benchmarking chapter showing aggregated results of the rest of the industry for your comparison.

To allow for an even more thorough analysis, survey responses can be further segmented by:

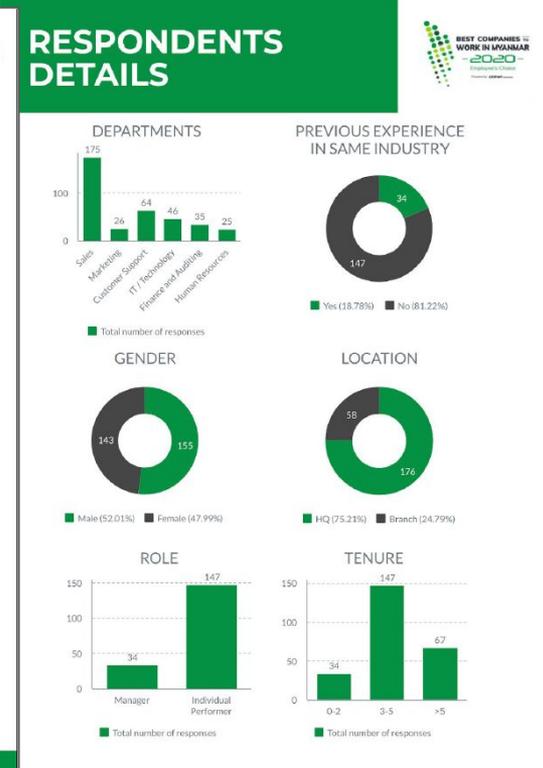
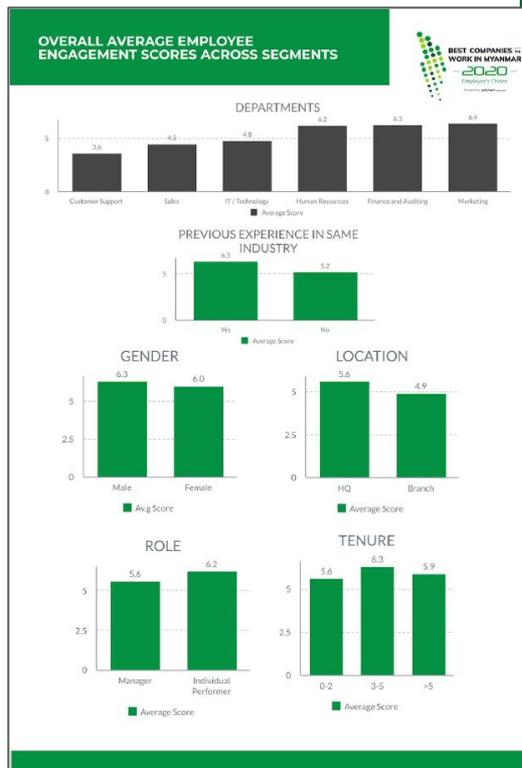
- Departments
- Gender
- Location (HQ / Branch office)
- Manager of team / Individual performer
- Employee Tenure in your organization
- Previous experience in same industry

The BCIM Report

A full summary of the report will be provided to each participating company, presenting the results and scores for each chapter and question.

- Company Purpose and Strategic Alignment
- Management and Leadership
- My Work
- Communication and Teamwork
- Personal Growth and Development Opportunities
- Recognition, Reward and Benefits
- Work Environment

Sample draft report summary:



BEST COMPANIES TO WORK IN MYANMAR

— 2020 —

Employee's Choice

Powered by JobNet.com.mm



Benchmarking Graphs Report

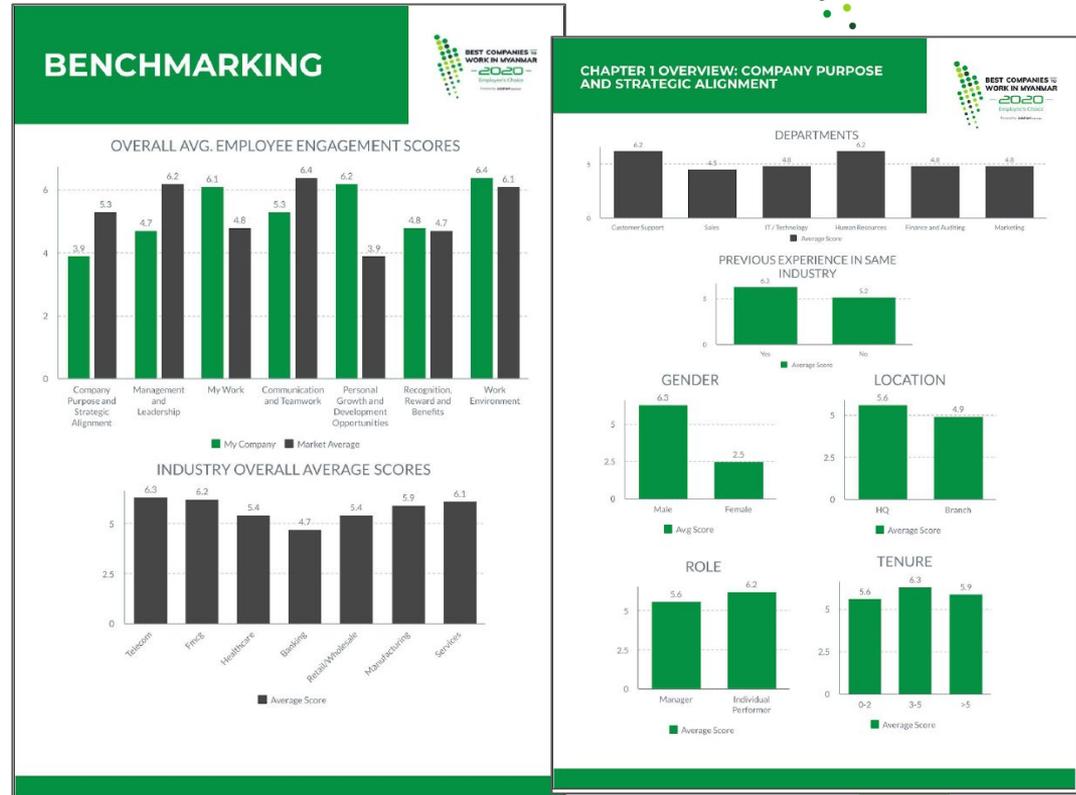


This report can serve as a useful benchmarking tool for your organization with the rest of the market and industry, as well as measure progress and changes each year.

Each question results will be divided in the following segments so you can better analyse the gaps in your organization:

- Departments
- Gender
- Location (HQ / Branch office)
- Manager of team / Individual performer
- Employee Tenure in your organization
- Previous experience in same industry (with/ without)

Sample draft report:



Recognition and Employer Branding



Companies who achieve a minimum of 70% overall employee satisfaction as measured by the Overall Employee Engagement Survey average score (Avg. 4.9/7), will be officially eligible to be recognized and listed as Best Companies to Work in Myanmar for a given year.

In order to truly leverage this as an employer branding exercise, winners have the option to be provided with the following **branding & promotional kit:**

- Annual Best Companies to Work in Myanmar badge
- Trophy and Certificate
- Roll-Up
- Official listing on BCIM and JobNet websites
- Email Signature & Social Media Banners
- Advertising Space on Media Partners
- Digital advertising campaign reaching up to 1 Million professionals in Myanmar

Trophy and Certificate



Sample designs:



A premium trophy and certificate of recognition are available to all winners for display at their premises.

Banner and Email Signature



A kit of social media and email signature banners will be available so you can share it and promote it to your audience or place it in the footer of your emails.



Sample designs:



Badges - JobNet Company Profile



JobNet.com.mm

Home My Profile Dashboard Job Alerts Recommended Jobs Applications Employer Views News

KBZ Bank

Employer Type : Direct Employer
Industry : Banking/ Financial Services/ Microfin...
No Employees : 10001-20000

Address : No.53, Corner of Merchant Rd & Bo Soan Pat Rd, Pabedan Township, Yangon, Myanmar

KBZ BANK JOBS AND CAREER PROFILE

Sample designs:

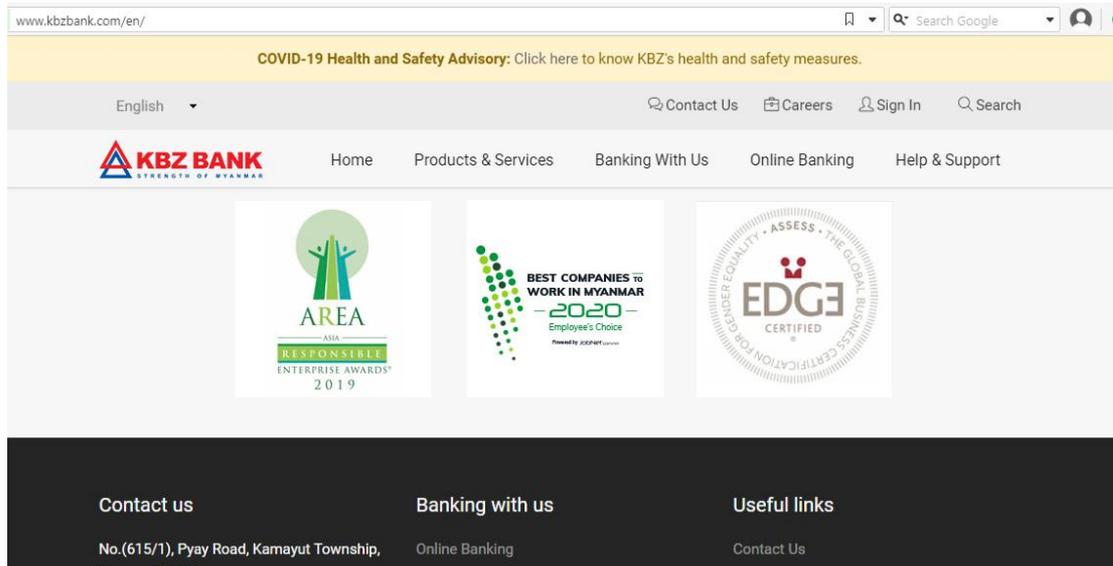
Thant Zaw
Bank

The reason why I love KBZ Bank is that KBZ feels like my second home and my colleagues are all from very diverse backgrounds which keeps things interesting and gives me useful insights about people that I can apply to my work. Every day is challenging for me as I deal with customers with very different needs and backgrounds. Finding solutions to their problems gives me job satisfaction.

BEST COMPANIES TO WORK IN MYANMAR - 2020 - Employee's Choice
Powered by JobNet.com.mm

A BCIM badge on your JobNet company profile will ensure all jobseekers who visit it will associate your company as being recognized as a Best Companies to Work in Myanmar.

Badges - For your Company Website



Sample designs:

Roll-Up



Sample designs:

Website listing



Sample designs:

Maximum reach and audience



>9000

Number of local and international businesses operating in Myanmar targeted through the BCIM campaign, leveraging on the audience and existing relationships of JobNet.com.mm.



>500,000

Myanmar professionals reached digitally through the JobNet database with news and updates about the BCIM campaign.

A+

Media partners to extend reach of the BCIM campaign to the largest audience of white collar professionals in Myanmar

2 Million

Combined social media (Facebook + LinkedIn) followers from available pages BCIM will be promoted through (JobNet.com.mm, MMOne Online)

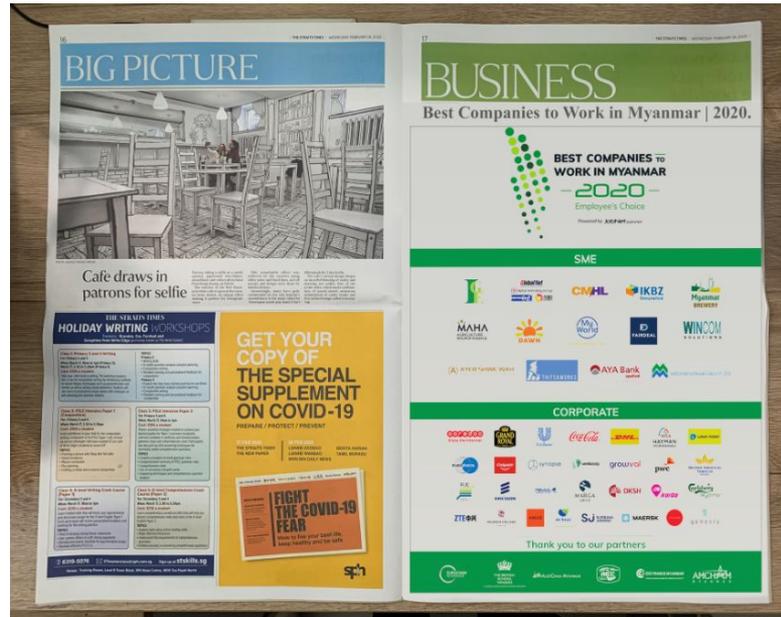
Advertising on Media Partners



HEARTBEAT OF THE NATION
MYANMARTIMES

THE STRAITS TIMES
Published in partnership with the RVI Group
MYANMAR EDITION

Sample designs:



Verifying Partner

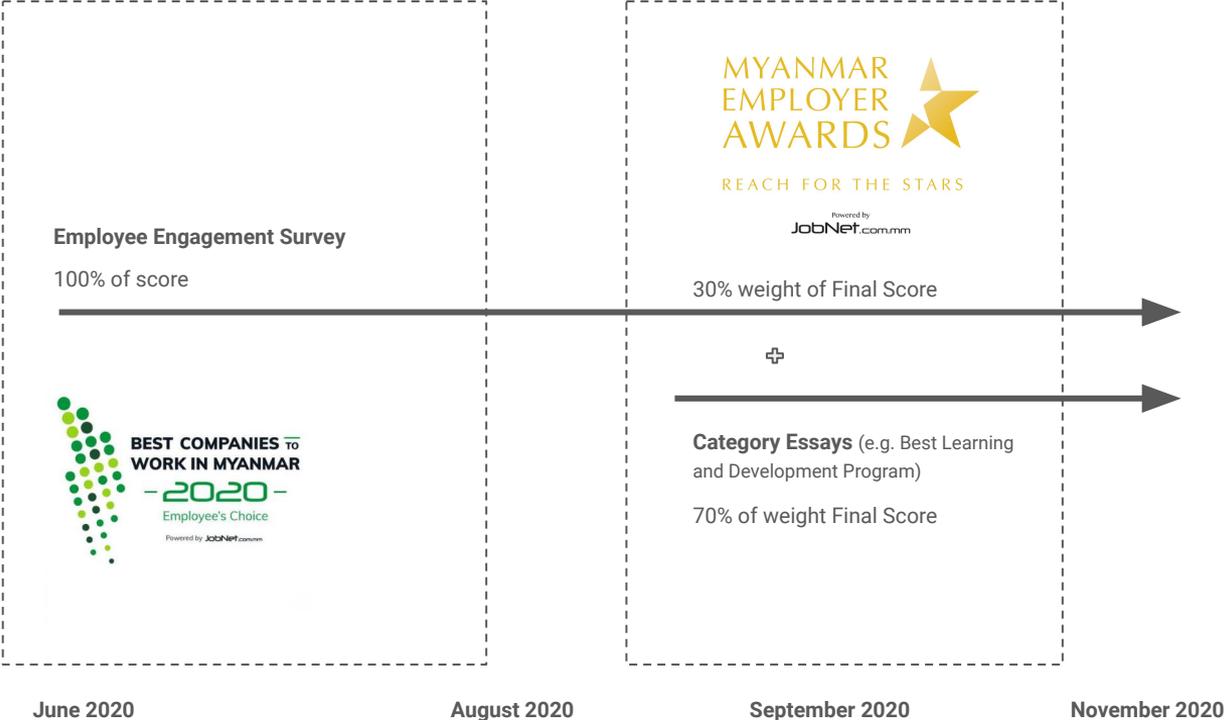


Deloitte.

Partners



BCIM and Myanmar Employer Awards



Frequently Asked Questions



- 1. What is the timeline for the BCIM campaign?**
 - a. The BCIM campaign is a yearly campaign and this year it will start on June 3rd 2020, after which you can choose to enter at any time. After submitting your Entry Form, you will be given the link to the online questionnaire system. All questionnaires will have to be completed by July 25th, 2020.
- 2. Is the survey in Myanmar or English?**
 - a. The survey will be available in both languages to ensure you can administer it across your organization without worrying about the ability to understand the questions.
- 3. Are there 2 separate categories for International and Local companies like in the Myanmar Employer Awards?**
 - a. No there is only 1 general category as this campaign is not a competition but a more inclusive program.
- 4. Is the survey data and scores of the survey private or will they be published to the public?**
 - a. Data and scores are anonymous and private and only you will be able to see them after completing the survey.
- 5. I am afraid the employees in my organization do not know how to use a survey tool and are not comfortable with online technology.**
 - a. We encourage you not to let this be a reason to not participate. Completing the online survey tool is extremely easy because questions are only multiple-choice, no writing is needed. The questionnaire can be completed on a smartphone very easily, just like most people use Facebook or other apps every day.
- 6. Can I also participate in the Myanmar Employer Awards?**
 - a. Absolutely yes. In fact, the same employee engagement survey is required to be completed even for companies who choose to only enter the Myanmar Employer Awards + writing the essays. In fact, by participating in the BCIM and MEA, there is double benefit with the same amount of effort.
- 7. Will you provide a summary of the report?**
 - a. Yes, besides the detailed report about individual questions, the report will consist of a summary of scores across categories and benchmarking segments.
- 8. What if I have already done my own employee engagement survey?**
 - a. First and foremost, our survey can provide an additional, 3rd party independent insight into your organization with more questions compared to the one you have done. Secondly, our professional report is very detailed and the benchmarking capability with the rest of the Myanmar market can offer you a lot more interesting data for you. Thirdly, if timing is a concern, giving all companies over 2 months to complete the survey gives you plenty of time to be able to ask your employees to complete another survey without one being too close to the other. It takes 1 person only about 20 min to complete the questionnaire so we expect 1 or 2 weeks should be plenty of time for any organization to start, follow up and ensure the minimum number of responses is reached.

Pricing



Best Companies To Work | Myanmar (Corporate: >50 employees)

Winner Promotional Kit

- 1x Trophy
- 1x Certificate Plaque
- 2x Premium Quality Roll-Up with large Company Logo
- "Corporate" Branding Badges set
- Larger logo in "Corporate" section of BCIM Official Winners on BCIM website
- Larger logo in "Corporate" section of BCIM Official Winners on JobNet website
- Larger logo in "Corporate" section of BCIM Official Winners on Media Partners advertising
- Digital Marketing campaign reaching 500,000 users
- Additional 100 USD worth of Corporate Winners boost on social media
- 1x free Myanmar Employer Awards category entry of your choice

Best Companies To Work | Myanmar (SME: 10-50 employees)

Winner Promotional Kit

- 1x Trophy
- 1x Certificate Plaque
- "SME" Branding Badges set
- Logo in "SME" section of BCIM Official Winners on BCIM website
- Logo in "SME" section of BCIM Official Winners on JobNet website
- Logo in "SME" section of BCIM Official Winners on Media Partners advertising
- Digital Marketing campaign reaching 250,000 users

For Pricing, please contact your JobNet Account Manager or email us at:

bcim@jobnet.com.mm
www.bcimyanmar.com



www.bcimyanmar.com
bcim@jobnet.com.mm