**Best Places to Work in Snow & Ice**

Companies with outstanding cultures are a powerful morale booster for employees and for workforce recruiting and retention. The Best Places to Work in Snow & Ice award recognizes companies that are focused on empowering their workforce and promoting our industry as one in which you can build successful and rewarding careers.

**Eligibility Requirement:** Company must be an active SIMA member.

**Selection Criteria:** Applicants will be judged on demonstrated success in training and professional development; managerial effectiveness; personnel engagement; and trust in leadership. Companies who meet or exceed a threshold determined by SIMA will be honored.

**Application Guidelines:** Only one submission per company is permitted. Determine who will submit and ensure that the person completing the form has a thorough knowledge of the company’s benefits and resources.

**Application questions:**

**Training and Professional Development**

**1. Does the company have a formal/documented onboarding training program for the following new employees?**

* **S**easonal snow labor
* Part-time office or general staff
* Part-time snow operations team members
* Full-time employees

**2. Does the company have a formal/documented training plan for the following returning/existing employees?**

* Seasonal snow labor
* Part-time office or general staff
* Part-time snow operations team members
* Full-time employees

**3. Does the company conduct a preseason kickoff meeting for all employees involved with snow and ice operations?**

**4. How often do you conduct snow-specific employee training in a calendar year?**

* Daily
* Weekly
* Monthly
* Quarterly
* Yearly
* None

**5. What types of snow-specific training does the company provide? (check all that apply)**

* Snow equipment rodeo or hands-on equipment demonstrations
* Tailgate/circle talks
* Safety meetings
* Peer ride-alongs
* On-the-job training
* Classroom training
* Site-specific training
* First aid training
* CPR training

**6. How do you ensure team members understand the content?**

* Testing/quizzing
* Supervisor observation
* We don’t verify

**7. Outside of company-provided training, for which roles do you allocate professional development/continuing education funds?**

* Ownership
* Executive (CEO, COO, CFO, VP, DIrector)
* Business development (sales, estimating, marketing, etc.)
* Operations management (ops manager, foreman, account manager, crew leader, etc.)
* Production (equipment operator, sidewalk technician, plow driver, mechanic, etc.)
* Administration (office management, billing, finance, HR, etc.)

**8. Has your organization provided any of these types of training in the past 2 years? (check all that apply)**

* Diversity/inclusion
* Active shooter/crisis management
* Self-defense
* Health/wellness
* Stress management
* Financial management
* Communication skills
* Leadership skills
* Customer service
* None

**9. Do you have at least one CSP on staff?**

**10. Do you have at least one ASM on staff?**

**Manager Effectiveness**

**11. Does your company provide ongoing training for leadership/management related to any of the following? (check all that apply)**

* Employee coaching/development
* Emotional intelligence
* Behavior assessment training (e.g., StrengthsFinder, DiSC)
* Communication / conflict management
* Diversity and inclusion
* Time management

**12. Does your company have a formal policy and procedure for providing employee performance feedback?  
  
13. How often does the company conduct formal employee performance feedback related to KPIs, goals/outcomes? (check one)**

* 1x a year
* 2x a year
* Quarterly
* Monthly
* Never

**14. Does the company provide a documented promotion plan for employees seeking expanded roles and responsibilities?**

**15. Does the company prioritize hiring from within before seeking outside candidates?**

**16. Does the company have a formal, documented process for employee discipline?**

**17. Does the company have a whistleblower policy for employees who feel they have been treated unfairly?**

**Personnel Engagement and Support**

**18. Does the company have a formal awards/recognition event or program for employees?**

**19. Does the company offer any of the following benefits?**

* Flex-time
* Medical benefits (Canadian members: Check if you provide benefits above and beyond governmental policy)
* Vision/dental benefit
* Paid sick time
* Short-term disability
* Long-term disability
* Life or accidental death insurance
* Paid vacation
* Family Medical Leave (or Canadian equivalent)
* Unpaid leave of absence
* Retirement savings plan (e.g., 401K, IRA, etc. including Canadian equivalent) - employee contribution
* Retirement savings plan e.g., 401K, IRA, etc. including Canadian equivalent - company matching
* Bonus structures/incentives/profit sharing for more than sales staff
* Employee ownership programs
* Gym memberships/discounts

**20. Does the company provide any of the following every year?**

* Free or reimbursed safety clothing/gear (e.g., boots, gloves, etc.)
* Group meals (before, during and/or after storms)
* Local get-togethers, teambuilding events
* Company paid trips
* Team-specific celebrations/recognition
* Individual celebrations/recognition
* Team/leadership retreats for planning and relationship building

**21. Does the company have a formal mentoring program between leaders and staff?**

**Trust in Leadership**

**22. Does company leadership provide/conduct any of the following?** (check all that apply)

* Formal employee assessments of company leadership
* Formal internally shared strategic plan or set of outcomes that looks further than 1 year out
* Company vision and strategy update at least 1x a year
* Budget/financial updates to the staff at least 1x a year
* Open book policy for financials
* None

**ADDITIONAL CRITERIA**

Applicants must agree to send a survey to all full- and part-time employees (not seasonal). The survey results will be added to your overall score. At least 25% of your employees must respond.