



REPORT 2019



INTRODUCTION

The 2019 edition of the annual BrighterMonday Best 100 Companies to Work For features Safaricom in the top spot as the number one best company to work for as well as the most 'desired', and 'respected' brand.

A total of 3,448 valid responses were used in the final analysis with data from two surveys - external and internal. The external survey targeted the general public while the internal survey focused on employees working at numerous companies in Kenya. Majority of the respondents were aged between 25-35 and 18-24, live in Nairobi and hold a Bachelor's degree.

A key theme in this edition is 'employee satisfaction and happiness levels'. We discovered that Kenyans are not entirely happy with their current work situations, with most willing to switch jobs, however, they are willing to provide positive recommendations of their current employers. This could be due to the fact that most Kenyans rate 'Strong, Relatable Company Values' highly as a sought after trait and most companies in Kenya are only beginning to adopt strong company values. Another key insight is that the gender pay gap still exists and this is affecting the satisfaction levels amongst women in the workplace, who feel less valued and more likely to switch jobs.

This report not only features the nation's most prestigious companies from various industries, as voted by Kenyans but also serves as a staple benchmark for all prospective employees to assess the key characteristics that make companies top of mind for current and future employees. In addition, the report also provides comprehensive invaluable market insights which can be used to inspire changes towards a better workplace for both employers and employees.



METHODOLOGY

We conducted two surveys in the form of an external survey targeted at the general public (External Respondents) while the internal survey focused on employees working at different companies in Kenya (Internal Respondents). The research was conducted online and the survey was shared out via email to our audience of seekers and employers.

We asked our respondents the following:

- Rank the intrinsic traits they desire in a company i.e. these are traits that every company must-have. Then we asked them to nominate 3 companies that they feel possess these traits the most.
- Rank extrinsic traits that they desire in a company i.e. these are traits that are not essential but are nice to have. Then we asked them to nominate 3 companies that they feel possess these traits the most.
- Nominate 3 companies they admire and respect the most.
- Nominate 3 companies they desire to work for.
- To ensure feedback was not based solely on public perception, we also asked the internal respondents to rate their companies based on the intrinsic and extrinsic traits we provided, as well as asked a bunch of questions that gauged their satisfaction levels with their current employer.

We combined all these using a unique formula to generate an unbiased ranked list of companies who have the most sought after intrinsic and extrinsic traits, who are the most admired and respected, and who are most desired places to work for. This list is the Best 100 Companies to Work for in Kenya.

We decided to share 3 lists, based on the research: Best 100 Companies To Work For: This is the definitive list and is made up of companies that respondents think to possess their most desired intrinsic and extrinsic traits. They also admire, respect and desire to work for these companies the most.

Best 100 Respected & Admired Companies: These are companies that respondents have the utmost admiration and respect for. Respondents uphold these companies in very high regard.

Best 100 Desired Companies: These are companies that respondents would really like to work for.

It is interesting to see some names rank for 'admiration and respect', and not for 'desire to work for' and vice versa. We also provided industry rankings based on the 'Best 100 Companies to Work For' ranking.

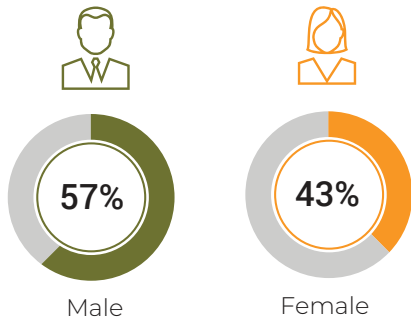


KEY PARAMETERS OF RESPONDENTS

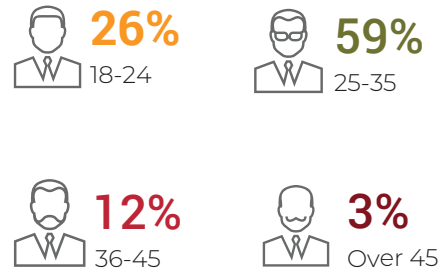


KEY PARAMETERS OF RESPONDENTS

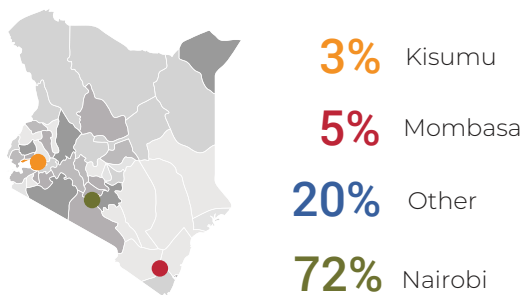
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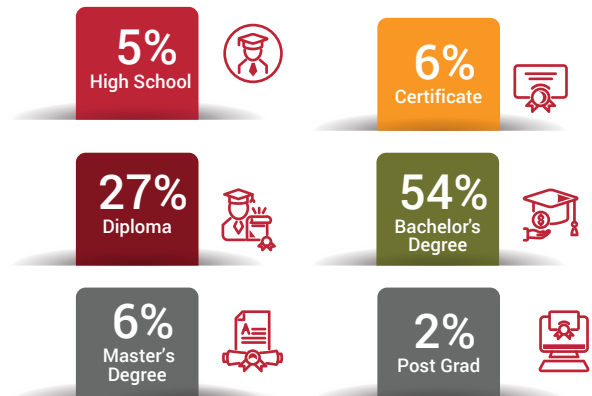
AGE GROUP



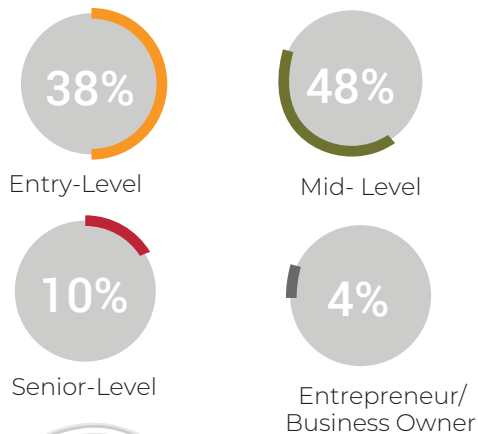
LOCATION



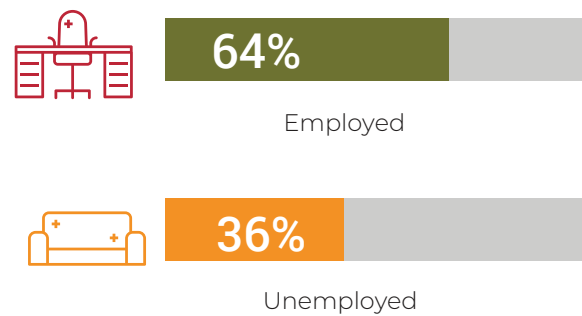
HIGHEST LEVEL OF EDUCATION



JOB LEVEL



EMPLOYMENT STATUS



KEY PARAMETERS OF RESPONDENTS

WORK EXPERIENCE

40%
Under 2 Years



26%
2-4 Years



14%
5-7 Years



20%
Above 7 Years



SALARY BRACKETS

66%
Under
KSH 50,000

22%
Between
KSH 51,000
KSH 100,000

5%
Between
KSH 101,000
KSH 150,000

2%
Between
KSH 151,000
KSH 200,000

5%
Over
KSH 200,000

TOP 5 JOB ROLES OF RESPONDENTS



Accounting, Auditing & Finance



Administrative & Office



Customer Service & Support



IT & Software



Sales

TOP 5 INDUSTRIES THAT RESPONDENTS WORK IN

Banking, Finance & Insurance



Healthcare



Manufacturing



Technology



Education & Training



THE BEST 100 COMPANIES TO WORK FOR IN 2019



THE BEST 100 COMPANIES TO WORK FOR IN 2019



#1 SAFARICOM



#2 EAST AFRICAN BREWERIES



#3 UNITED NATIONS



#4 KCB BANK KENYA LIMITED



#5 KENYA REVENUE AUTHORITY



#6 KENYA PIPELINE COMPANY



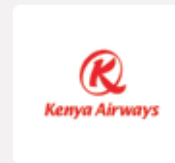
#7 KENYA ELECTRICITY GENERATING COMPANY



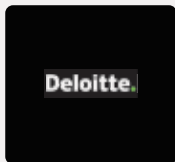
#8 PRICEWATER HOUSECOOPERS



#9 COCA-COLA



#10 KENYA AIRWAYS



#11 DELOITTE



#12 UNILEVER



#13 KENYA POWER AND LIGHTING COMPANY



#14 EQUITY BANK



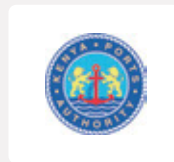
#15 BRITISH AMERICAN TOBACCO



#16 CENTUM INVESTMENT COMPANY



#17 GOOGLE



#18 KENYA PORT AUTHORITY



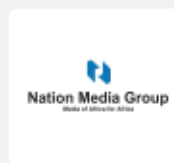
#19 AIRTEL



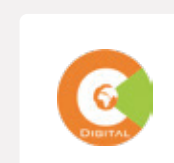
#20 BRITAM HOLDINGS LIMITED



#21 CENTRAL BANK OF KENYA



#22 NATION MEDIA GROUP



#23 ROYAL MEDIA SERVICES LTD



#24 BIDCO AFRICA



#25 TOYOTA



THE BEST 100 COMPANIES TO WORK FOR IN 2019



#26 CBA KENYA



#27 CYTONN INVESTMENTS



#28 BAMBURI CEMENT



#29 BARCLAYS



#30 KENYA RED CROSS



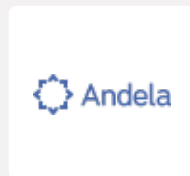
#31 WORLD VISION INTERNATIONAL



#32 STANDARD CHARTERED



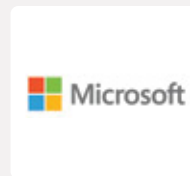
#33 BROOKSIDE DAIRY LIMITED



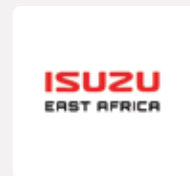
#34 ANDELA KENYA



#35 KENYA MEDICAL RESEARCH INSTITUTE



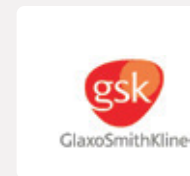
#36 MICROSOFT



#37 ISUZU EAST AFRICA LIMITED



#38 KENYA BUREAU OF STANDARDS



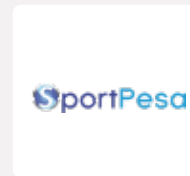
#39 GLAXOSMITHKLINE



#40 AMREF HEALTH AFRICA



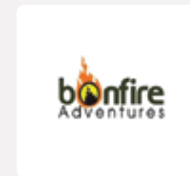
#41 DHL



#42 SPORTPESA



#43 WORLD BANK



#44 BONFIRE ADVENTURES



#45 IBM



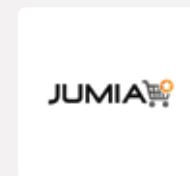
#46 TELKOM KENYA



#47 NATIONAL HOSPITAL INSURANCE FUND



#48 CHANDARIA INDUSTRIES



#49 JUMIA



#50 EY



THE BEST 100 COMPANIES TO WORK FOR IN 2019



#51 CELLULANT CORPORATION



#52 GE



#53 JUBILEE INSURANCE COMPANY LIMITED



#54 UNICEF



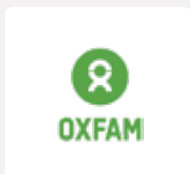
#55 USAID



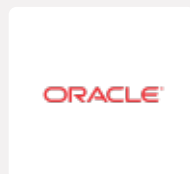
#56 GEOTHERMAL DEVELOPMENT COMPANY



#57 NESTLE



#58 OXFAM



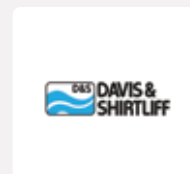
#59 ORACLE



#60 CITI BANK



#61 P&G



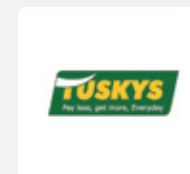
#62 DAVIS & SHIRTLIFF



#63 KENYA CO-OPERATIVE CREAMERIES LTD



#64 INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE (ILRI)



#65 TUSKYS



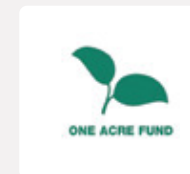
#66 CIC INSURANCE GROUP



#67 THE NAIROBI HOSPITAL



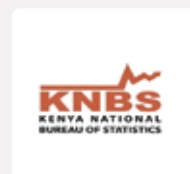
#68 KENYA TEA DEVELOPMENT AGENCY HOLDINGS LTD



#69 ONE ACRE FUND



#70 UNITED NATIONS ENVIRONMENT PROGRAMME



#71 KENYA NATIONAL BUREAU OF STATISTICS



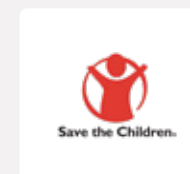
#72 TOTAL KENYA



#73 BASE TITANIUM PORT FACILITY



#74 KENYA MEDICAL SUPPLIES AGENCY



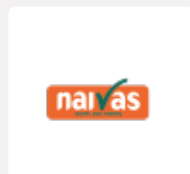
#75 SAVE THE CHILDREN KENYA



THE BEST 100 COMPANIES TO WORK FOR IN 2019



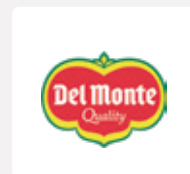
#76 KENYA AIRPORTS AUTHORITY



#77 NAIVAS LIMITED



#78 BOLLORÉ LOGISTICS KENYA



#79 DEL MONTE KENYA



#80 NIC BANK GROUP



#81 BRITISH HIGH COMMISSION



#82 KENYA ELECTRICITY TRANSMISSION COMPANY



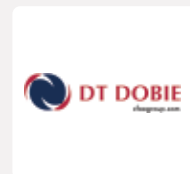
#83 HUAWEI



#84 PLAN INTERNATIONAL KENYA



#85 AMIRAN KENYA LTD



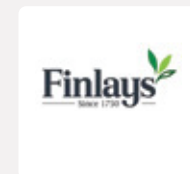
#86 DT DOBIE



#87 KAPA OIL REFINERIES LTD



#88 SAMSUNG



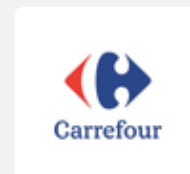
#89 JAMES FINLAY



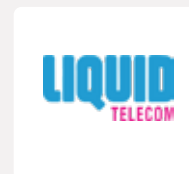
#90 VIVO ENERGY KENYA



#91 BBC



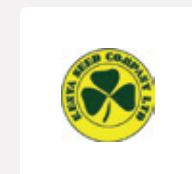
#92 CARREFOUR KENYA



#93 LIQUID TELECOM



#94 ICEA LION GENERAL INSURANCE



#95 KENYA SEED COMPANY



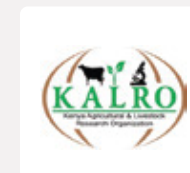
#96 KENYATTA NATIONAL HOSPITAL



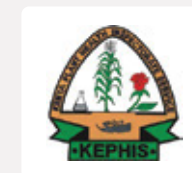
#97 MABATI ROLLING MILLS



#98 MOMBASA CEMENT



#99 KALRO



#100 KEPHIS



THE BEST 100: TOP COMPANIES BY INDUSTRY

AGRICULTURE

- #1 INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE (ILRI)
- #2 KENYA TEA DEVELOPMENT AGENCY HOLDINGS LTD
- #3 ONE ACRE FUND
- #4 DEL MONTE KENYA
- #5 AMIRAN KENYA LTD
- #6 JAMES FINLAY
- #7 KENYA SEED COMPANY
- #8 KALRO

FMCG

- #1 EAST AFRICAN BREWERIES
- #2 COCA-COLA
- #3 UNILEVER
- #4 BIDCO AFRICA
- #5 BROOKSIDE DAIRY LIMITED
- #6 NESTLE
- #7 KENYA CO - OPERATIVE CREAMERIES LTD

NGO

- #1 UNITED NATIONS
- #2 KENYA RED CROSS
- #3 WORLD VISION INTERNATIONAL
- #4 AMREF HEALTH AFRICA
- #5 UNICEF
- #6 USAID
- #7 OXFAM
- #8 UNITED NATIONS ENVIRONMENT PROGRAMME
- #9 SAVE THE CHILDREN KENYA
- #10 PLAN INTERNATIONAL KENYA

AUDITING & FINANCE

- #1 PRICEWATERHOUSECOOPERS
- #2 DELOITTE
- #3 BRITAM HOLDINGS LIMITED
- #4 ERNST & YOUNG

BANKING

- #1 KCB BANK KENYA LIMITED
- #2 EQUITY BANK
- #3 CENTRAL BANK OF KENYA
- #4 CBA KENYA
- #5 BARCLAYS
- #6 STANDARD CHARTERED BANK
- #7 WORLD BANK
- #8 CITI BANK
- #9 NIC BANK GROUP

HEALTHCARE, MEDICAL & PHARMACEUTICAL

- #1 KENYA MEDICAL RESEARCH INSTITUTE
- #2 GLAXOSMITHKLINE
- #3 NATIONAL HOSPITAL INSURANCE FUND
- #4 KENYA MEDICAL RESEARCH
- #5 THE NAIROBI HOSPITAL
- #6 KENYA MEDICAL SUPPLIES AGENCY
- #7 KENYATTA NATIONAL HOSPITAL

TECHNOLOGY

- #1 GOOGLE
- #2 MICROSOFT
- #3 IBM
- #4 SPORTPESA
- #5 JUMIA
- #6 CELLULANT CORPORATION
- #7 ORACLE
- #8 HUAWEI
- #9 SAMSUNG

TELECOMMUNICATIONS

- #1 SAFARICOM
- #2 AIRTEL
- #3 TELKOM KENYA
- #4 LIQUID TELECOM



ROAM

RINGIER ONE AFRICA MEDIA

WHAT WE DO

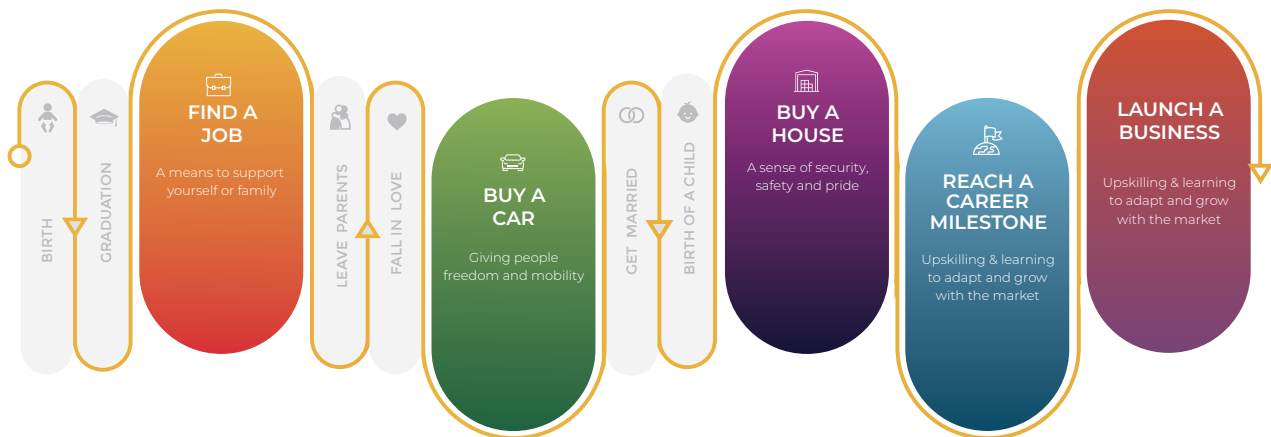
Connecting Africans to Opportunities.

ROAM operates and grows the leading digital marketplaces in Sub-Saharan Africa. We empower Africans through transparency and transform markets through technology.

We bring together people on our platforms who are at crucial decision points in three of the most important events of their life. Whether it is buying a car, buying a house, or finding your next job - our platforms empower each individual to find the best option.

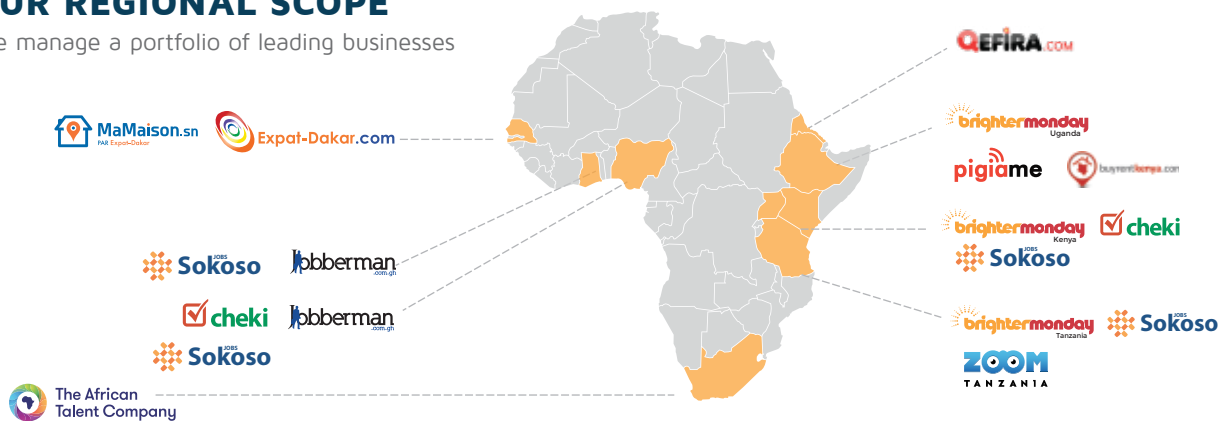
WHY WE DO IT

Our purpose is to democratize market structures and support decision making, and our vision truly matters because ROAM touches some of the key stages of human lives.



OUR REGIONAL SCOPE

We manage a portfolio of leading businesses



380FTEs Driving changes on the African continent!

Contact Us | www.roam.africa

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Dakar

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South Africa

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Apex Square, Ground Floor No. - 6
motorway Extension Dzorwulu, Accra

NIGERIA

Phone+ 234 8139 85 9999
Elephant House, 15th Floor, 214 Broad Street,
Lagos, Nigeria

GROUP LEVEL INSIGHTS

WHAT MAKES A GOOD COMPANY



GROUP LEVEL INSIGHTS

WHAT MAKES A GOOD COMPANY



EXTRINSIC TRAITS

Extrinsic Traits refer to factors that employees desire and yearn for in an ideal workplace. Their existence allows employees to be more engaged and happy, which in turn is great for their productivity.

Respondents were asked to rank 10 extrinsic traits according to importance, namely: Flexible Hours, Strong Relatable Company Values and Goals, Open and Effective Management, Health Programs, Transparent Performance Management, Mentoring & Coaching, Experimental Environment, Family Support, Diversity Hiring and Training. Out of the 10 listed traits, **Strong Relatable Company Values and Goals** was the topmost ranked trait, followed by **Open and Effective Management, Flexible Hours, Transparent Performance Management** and **Health Programs**.

5

Overall Top 5 Most Ranked Extrinsic Traits That Matter The Most In A Company.



Strong Relatable Company Values and Goals

Values and goals are imperative in aligning and motivating employees to achieve both organisational and personal goals. They are essential to the company's identity and purpose.

1st



Open Effective Management

This ensures that the organisation runs smoothly; hence management needs to be clear, consistent and thorough in their approach.

2nd



Flexible Hours

This factor enables work-life balance that fosters a better quality of life for employees as well as mental and physical wellness, which reduces unplanned and unwanted absenteeism.

3rd



Transparent Performance Management

This is a key factor in creating a dynamic workplace, thus company strategies should ensure that transparency is at the core when conducting performance management.

4th



Health Programs

Prioritising health and wellness among employees is very important, as it promotes productivity and reduces absenteeism, fatigue and stress among employees.

5th



GROUP LEVEL INSIGHTS

WHAT MAKES A GOOD COMPANY

INTRINSIC TRAITS

Intrinsic Traits refer to innate qualities that a workplace should have, they are basic in nature; their existence creates a higher employee retention and satisfaction.

Respondents were asked to rank intrinsic traits according to importance. Competitive Pay Package was the top most ranked intrinsic trait, followed by Job Security, Career Growth, Financially Stable Company and Welfare Benefits.



5

Overall Top 5 Most Ranked Intrinsic Traits That Matter The Most In A Company.



Competitive Pay Package

A salary that is equal to or higher than the industry standard is a vital determining factor for employee motivation and overall morale.

1st



Job Security

Employees need to know their job's security status because they have responsibilities, hence the higher the job security level, the better.

2nd



Career Growth

Employees continuously set goals for where they envision their career going; hence a company that allows for this is ideal.

3rd



Financially Stable Company

A company's financial state and well-being are imperative as employees have financial responsibilities to attend to.

4th



Welfare Benefits

Factors such as social security and health insurance among other help in simplifying employees' lives, they affect their peace of mind and overall well-being.

5th



GROUP LEVEL INSIGHTS

WHAT MAKES A GOOD COMPANY



WILDCARD TRAITS

Wildcard Traits are traits not listed in the survey but are desired by respondents. Factors that respondents desire in an ideal company.

5

Overall Top 5 Wildcard Traits That Matter The Most In A Company.



Talent

A company affiliated with talent is attractive and allows employees to learn from the best, which is important for their growth.

40%

Of the respondents voted Talent



Conducive Work Environment

A work environment that allows employees to excel, grow and learn is important for the company's growth.

27%

Of the respondents voted Conducive Work Environment



Staff Support

Equipping employees with the right tools to get their work done is crucial for their productivity.

20%

Of the respondents voted Staff Support



Team Work

Two heads are better than one; a workplace that is collaboration-friendly is crucial for productivity and learning.

7%

Of the respondents voted Team Work



Performance Incentive

Having reward systems in an organisation fosters employee motivation and morale.

6%

Of the respondents voted Performance Incentive



GROUP LEVEL INSIGHTS

WHAT MAKES A GOOD COMPANY



JOB SATISFACTION

Overall Job Satisfaction Levels Of Respondents.

FLIGHT RISK



HAPPINESS QUOTA



ADVOCACY



DO THEY FEEL VALUED FOR THE WORK THEY DO?



AGE | DEMOGRAPHIC | INSIGHTS

The younger age demographics (18-24 and 25-35) answered questions with quite similar answers; despite their high flight risk, the majority of them said they would recommend their employer.

Younger respondents are also the most entrepreneurial group, which could be inspired by the search for diversification of multiple income streams.



AGE DEMOGRAPHIC INSIGHTS



EXTRINSIC & INTRINSIC TRAITS BY AGE GROUP

All age groups ranked **Strong Reliable Company Values and Goals** as the most important extrinsic trait. In addition, 18-24 are also drawn to **Mentoring & Coaching** while 25-35 gravitate more towards **Health Programs**

All age groups are drawn to similar intrinsic traits; however, 18-24 ranked **Career Growth** as the most important intrinsic trait, while 25-35, 36-45 and Over 45 age brackets ranked **Competitive Pay Package**

WILDCARD TRAITS BY AGE GROUP

The top 3 most important wildcard traits that different age groups desire in an ideal workplace.

18-24

- Conducive Work Environment
- Talent
- Team Work

25-35

- Working Environment
- Corporate Culture
- Favourable Appraisal

36-45

- Rapid Promotion
- Motivation
- Retirement Plan

Over 45

- Effective Leadership
- Recognition
- Meritocracy



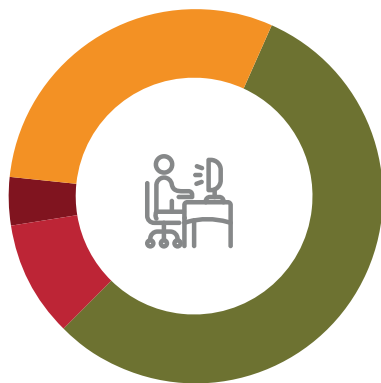
The youngest age group (18-24) values Mentoring & Coaching, this could be due to the fact that they still need to learn and require guidance as they're still fresh in the workplace while 25-35 gravitate more towards Health Programs. According to a study by Stanford Health, with the exception of family, individuals who reached adulthood around the turn of the 21st century, commonly known as Millennials, value health the most; they are the "wellness generation".



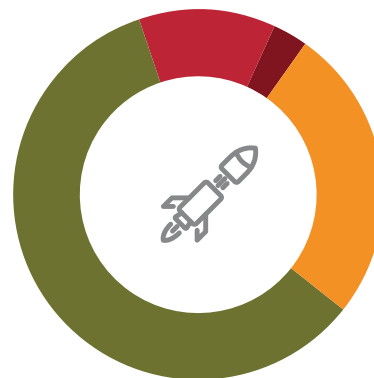
AGE DEMOGRAPHIC INSIGHTS

HAPPINESS QUOTA & FLIGHT RISK BY AGE GROUP

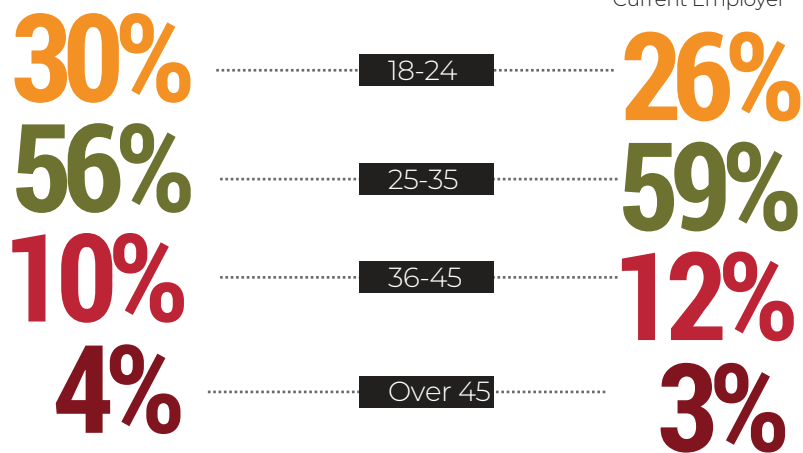
Respondents aged between 25-35 are the happiest age group at work, followed by 18-24; however, both age groups pose a high flight risk. The oldest age group is the least happy group but not willing to leave their current employer.



Are Happy



Are Willing To Leave Their Current Employer



The youngest age group (18-24) has not worked long enough hence they are more enthusiastic about Career Growth. Their flight risk could be because they're still young, therefore they have a lot to explore in the job market compared to their older counterparts to whom salaries are a key motivator. They could also be concerned with other issues such as management mishaps in the workplace. According to international publisher Chief Information Officer (CIO), most people don't quit their jobs; they quit their managers; and that when employers lose their top talent, the first place to look is at management.

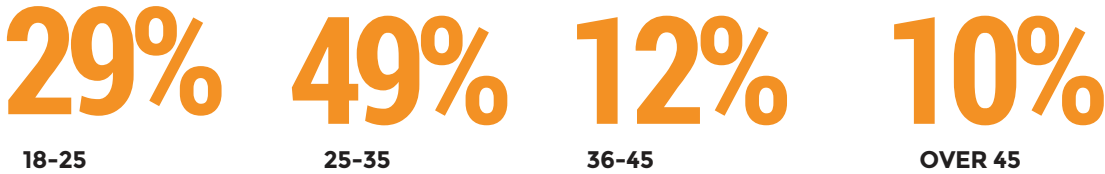


AGE DEMOGRAPHIC INSIGHTS



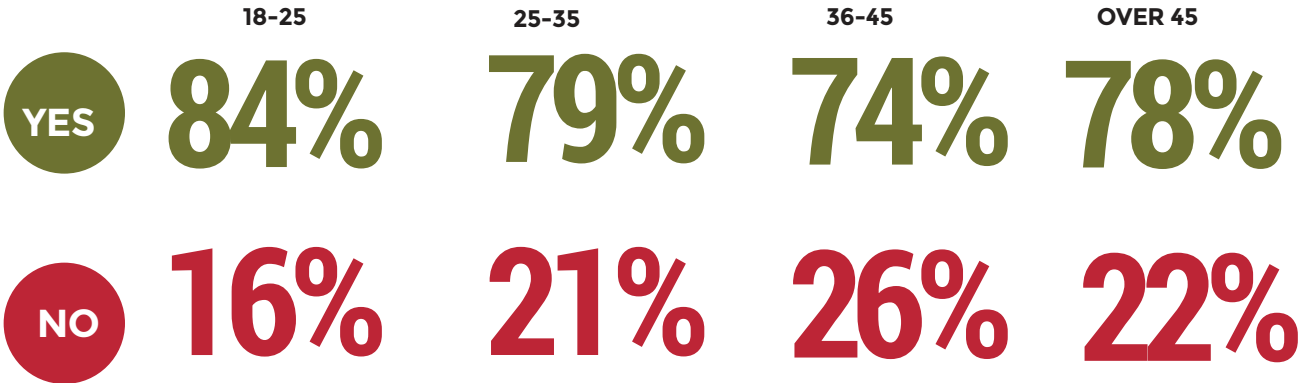
ENTREPRENEURS/BUSINESS OWNERS BY AGE GROUP

Most Entrepreneurs/Business Owners are within the 25-35 age bracket followed by 18-24 age group.



ADVOCACY QUOTA BY AGE GROUP

Majority of the respondents in all age groups said they would recommend their current employer. Would they recommend their current employer ?



The younger age groups (18-24 and 25-35) are more entrepreneurial; could this be a result of the popular 'side hustle' mindset that allows them to diversify their income streams, or is it a case of being underpaid hence exploring more opportunities through entrepreneurship? According to the Centre For Entrepreneurs, young people are more entrepreneurial than ever, starting twice as many businesses as the generation before them.



GENDER | DEMOGRAPHIC INSIGHTS

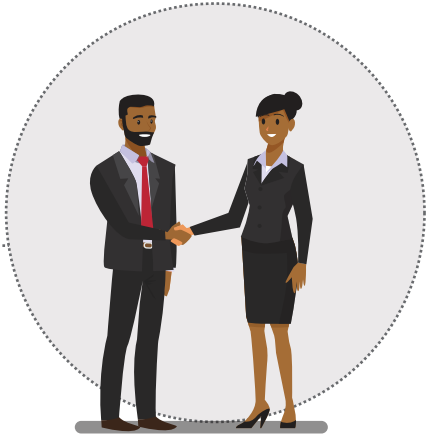
Even though both men and women are drawn to similar extrinsic and intrinsic traits; women pose a slightly higher flight risk than men.

The majority of the men and women said they would recommend their current employer.

The number of male entrepreneurs is slightly higher than that of their female counterparts.



GENDER DEMOGRAPHIC INSIGHTS



EXTRINSIC & INTRINSIC TRAITS BY GENDER

Both men and women ranked **Strong Relatable Company Values and Goals, Open Effective Management and Flexible Hours** as the top 3 most important extrinsic traits in a company.

As far as the top 3 intrinsic qualities are concerned; both men and women ranked **Competitive Pay Package** as the most important intrinsic trait, followed by **Career Growth** and **Job Security**

WILDCARD TRAITS BY GENDER

These are the top 3 most important wildcard traits that men and women desire in an ideal workplace.



MEN

- Talent
- Staff Support
- Performance Incentive



WOMEN

- Fairness
- Conducive Work Environment
- Gender Equality

DO THEY FEEL VALUED FOR THE WORK THEY DO?

Out of both men and women, more men feel valued for their work than women.



Women Feel Valued

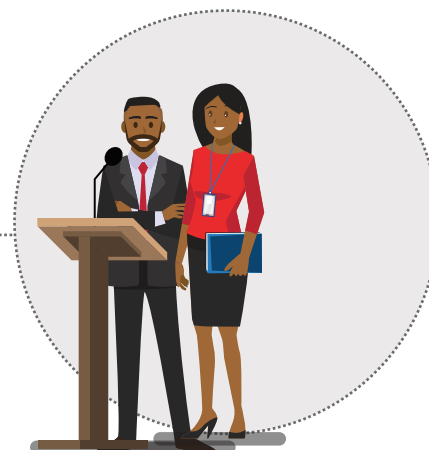
while



Men Feel Valued



GENDER DEMOGRAPHIC INSIGHTS



FLIGHT RISK BY GENDER

Women pose a higher flight risk than men. Are they willing to leave because their employer does not cater to their extrinsic and intrinsic traits?

MEN



46%

Are Willing To Leave Their Current Employer

12%

Are Not Willing To Leave Their Current Employer

42%

Are Not Sure They Will Leave

WOMEN



50%

Are Willing To Leave Their Current Employer

12%

Are Not Willing To Leave Their Current Employer

38%

Are Not Sure They Will Leave

Even though both men and women value the same extrinsic and intrinsic traits in the workplace, why are women more willing to leave? It could be that the workplace is not conducive for them as they don't feel valued or their employers do not meet their desired traits, or they simply leave for greener pastures, for example; higher salaries.



GENDER DEMOGRAPHIC INSIGHTS

ADVOCACY BY GENDER

Even though both men and women pose a high flight risk; the majority of them said they would recommend their current employer.



80%

Would Recommend Their Employer

while

20%

Said No

Most of the men and women who said would recommend their employer are aged between 25-35.



79%

Would Recommend Their Employer

while

21%

Said No

JOB LEVEL BY GENDER

Majority of the entry-level respondents are women, while men occupy more Senior-Level positions. Majority of the respondents who are entrepreneurs/business owners are men.

MEN



WOMEN



ENTRY-LEVEL

35%

42%



MID-LEVEL

48%

48%



SENIOR-LEVEL

12%

7%



ENTREPRENEURS/
BUSINESS-OWNERS

5%

3%



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LOCATION | DEMOGRAPHIC INSIGHTS

Nairobi is the commercial hub of Kenya and majority of the respondents are Mid-Level and Entry-Level employees. Over 40% of respondents who work in Nairobi have a bachelor's degree.

As for the happiness quota; neutrality is a common trend from respondents across all featured cities, which is quite unclear as majority of the respondents' happiness level is neutral, despite this, they still feel valued for the work they do.



LOCATION DEMOGRAPHIC INSIGHTS



EXTRINSIC & INTRINSIC TRAITS BY LOCATION

Respondents in Kisumu and Other unidentified cities ranked **Flexible Hours** as the most important extrinsic trait, while respondents in Nairobi and Mombasa ranked **Strong Relatable Company Values and Goals**

Respondents in all featured cities ranked **Competitive Pay Packages** as the most important intrinsic trait.

WILDCARD TRAITS BY LOCATION

The top 3 most important wildcard traits that respondents in the featured locations desire in an ideal workplace.

KISUMU



Conducive Work Environment



Annual Leave



Corporate Integrity

MOMBASA



Corporate Governance



Business Support



Motivation

NAIROBI



Performance Incentive



Effective Leadership



Culture

OTHER CITIES



Conducive Work Environment



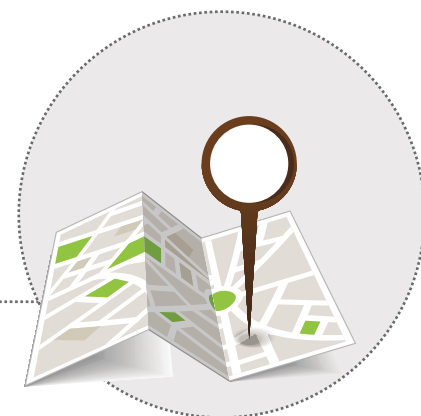
Opportunity



Appreciation

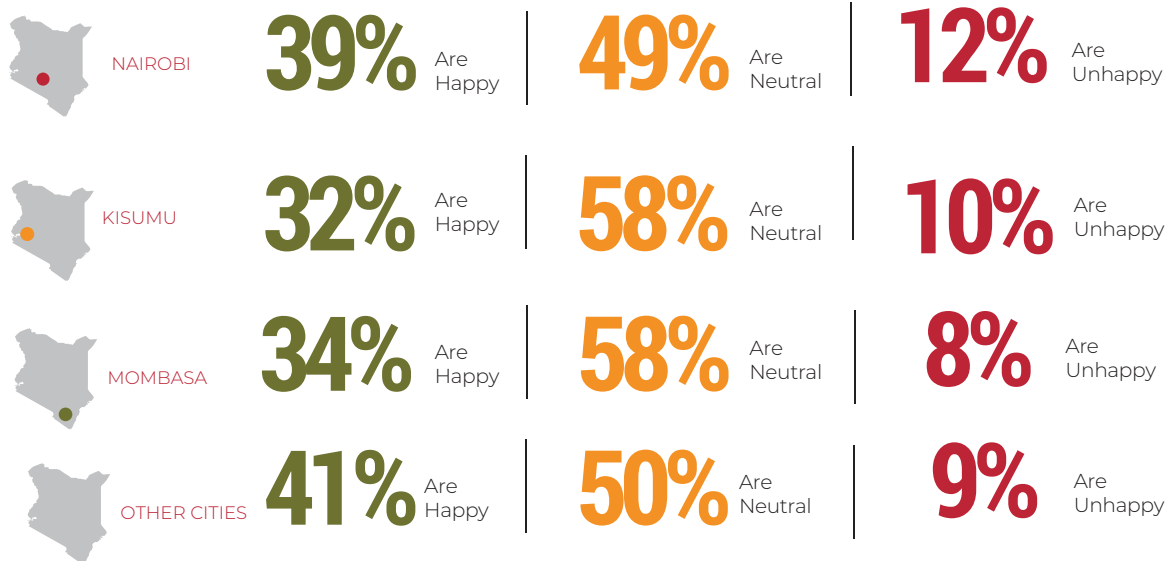


LOCATION DEMOGRAPHIC INSIGHTS



HAPPINESS QUOTA BY LOCATION

Respondents in Nairobi are the happiest at work. Majority of respondents in Kisumu and Mombasa are neutral.



DO THEY FEEL VALUED FOR THE WORK THEY DO?

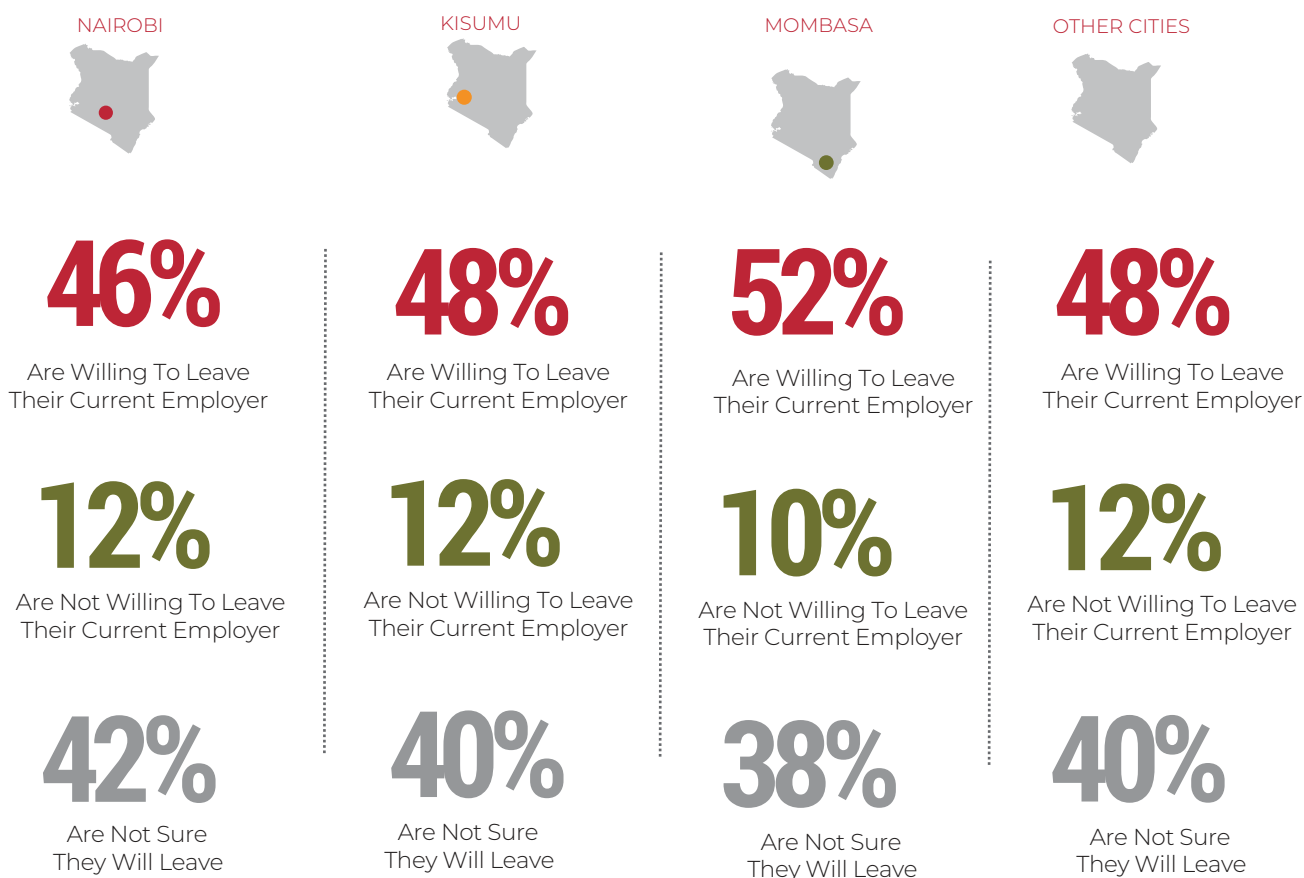
Majority of the respondents across all featured cities feel valued for the work they do.



LOCATION DEMOGRAPHIC INSIGHTS

FLIGHT RISK BY LOCATION

Most of the respondents across all featured cities pose a high flight risk.



Nairobi is undoubtedly the commercial hub for job opportunities but could this be attributed to the fact that respondents in Nairobi had easier access to the internet hence were able to partake in the survey? Even though most of the respondents in all the featured cities feel valued for their work, the happiness quota per location is an eye-opener as most respondents are neutral, which makes understanding their true feelings about their workplace unclear. Are their desired and intrinsic traits not met by their employer, what could be the cause?



JOB LEVEL | DEMOGRAPHIC INSIGHTS

Mid-Level respondents are the happiest group in the workplace while Senior-Level are the least happy demographic.

There's slightly a higher number of men in senior-level positions, which puts them in a better position to earn more than women.



JOB LEVEL DEMOGRAPHIC INSIGHTS



EXTRINSIC & INTRINSIC TRAITS BY JOB LEVEL

Respondents in all job levels ranked **Strong Relatable Goals and Values, Open Effective Management and Flexible Hours** as the top 3 most important extrinsic traits.

As far as intrinsic traits are concerned, Entry-Level & Mid-Level respondents ranked **Competitive Pay Package, Career Growth and Job Security** as the top 3 most important intrinsic traits, while Senior-Level respondents ranked **Competitive Pay Package, Career Growth** and a **Financially Stable Company**

WILDCARD TRAITS BY JOB LEVEL

The most important wildcard trait that respondents in different job levels desire in an ideal workplace. Respondents in Entry-Level respondents desire a **Conducive Work Environment** while Mid-Level respondents are attracted to **Talented Staff**. Senior-Level respondents are drawn to a **Working Environment**

HAPPINESS QUOTA BY JOB LEVEL

Majority of the respondents are either Mid-Level or to a lesser degree Entry-Level. Most Mid-Level employees are happy with their current employer, while Senior-Level employees are the least happy group.



ENTRY-LEVEL

39%

Are Happy



MID-LEVEL

44%

Are Happy



SENIOR-LEVEL

12%

Are Happy



JOB LEVEL DEMOGRAPHIC INSIGHTS

FLIGHT RISK BY JOB LEVEL

Majority of the respondents across all job levels pose a high flight risk.



46%

Are Willing To Leave
Their Current Employer

12%

Are Not Willing To Leave
Their Current Employer

42%

Are Not Sure They Will
Leave



48%

Are Willing To Leave
Their Current Employer

13%

Are Not Willing To Leave
Their Current Employer

39%

Are Not Sure They Will
Leave



48%

Are Willing To Leave
Their Current Employer

23%

Are Not Willing To Leave
Their Current Employer

29%

Are Not Sure They Will
Leave

The fact that senior employees are the least happy group could be a result from their dissatisfaction with company processes. Comfort could also be another reason why senior employees are more concerned about financial stability, or perhaps their unhappiness is a result of resistance to change? What are employers doing to ensure employee satisfaction?



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SALARY | DEMOGRAPHIC INSIGHTS

Majority of the respondents earn below KSH 50,000, followed by KSh 51000 - 100000.

The old-age gender pay gap still persists as men earn more than women overall; men occupy a higher monthly salary percentage of Over 200,000 KSH salary bracket.

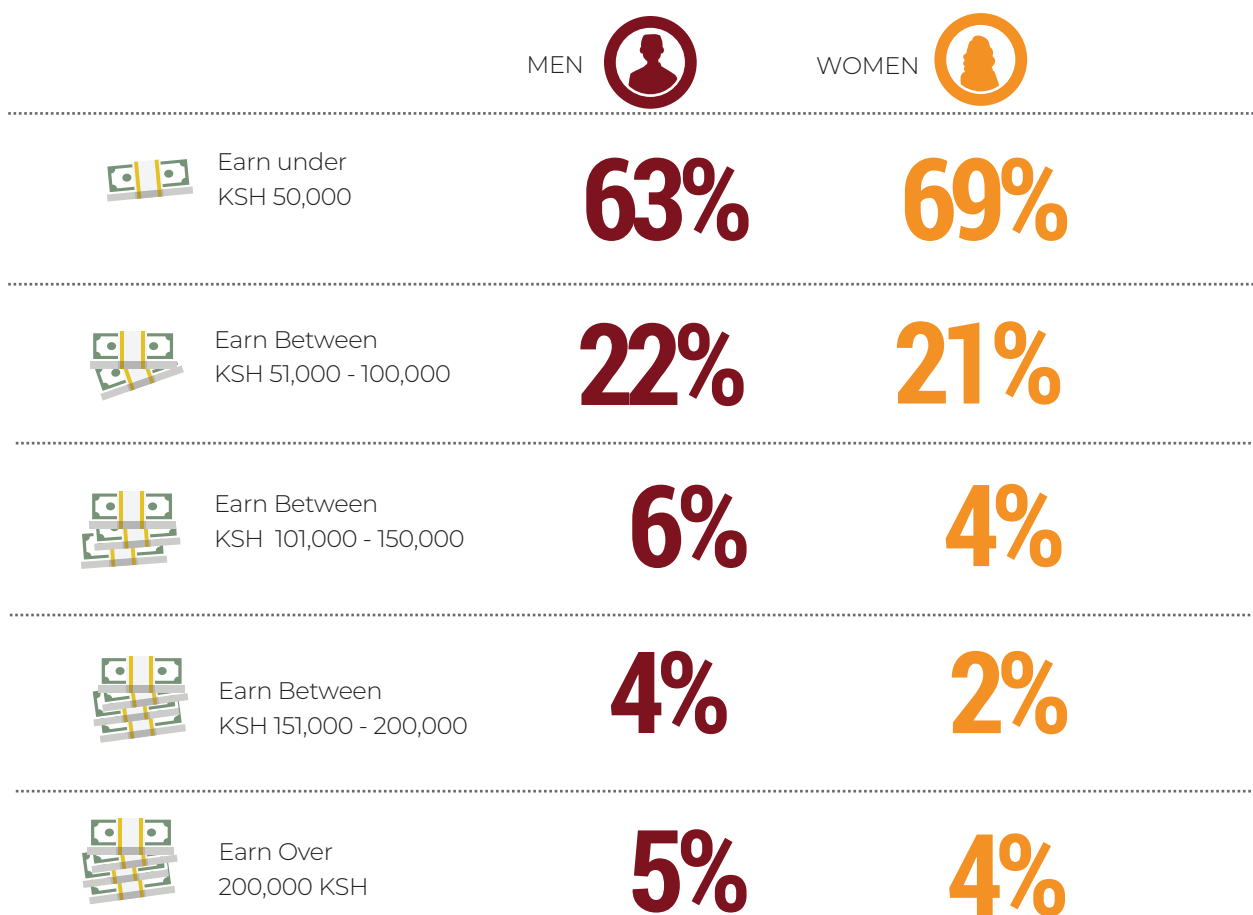


SALARY DEMOGRAPHIC INSIGHTS



MONTHLY SALARY BY GENDER

Men earn more than women with an average of 60% to 40% of women. Most of the respondents who earn below below KSH 50,000 are women. Men occupy a slightly higher monthly salary percentage of Over 200,000 KSH salary bracket.



There's a notable gender pay gap as men earn more than women. Men are bound to earn more than their female counterparts because they occupy more senior level positions which maximizes their earning potential. According to the World Economic Forum, at current rates of progress it may take another 217 years to close the economic gender gap globally. However, what more can be done / is being done to close the gender-pay gap in its entirety?



EXPERIENCE LEVEL | DEMOGRAPHIC INSIGHTS

Most respondents across all experience levels answered neutral to their happiness quota which makes you wonder whether all is well at work.

Only a few respondents across all experience levels are not willing to leave their current employer, however, majority answered yes, which shows a significantly high flight risk rate.



EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

EXTRINSIC & INTRINSIC TRAITS BY EXPERIENCE LEVEL

All respondents across experience levels ranked the same extrinsic and intrinsic traits, however, respondents with under 2 years experience ranked **Career Growth** as the most important intrinsic trait.

HAPPINESS QUOTA BY EXPERIENCE LEVEL

The least experience respondents are the happiest, followed by the most experienced respondents, however, majority of the respondents' happiness levels are neutral, which makes them unclear.



UNDER 2 YEARS

43%

Are Happy

49%

Are Neutral

8%

Are Unhappy



2-4 YEARS

36%

Are Happy

51%

Are Neutral

13%

Are Unhappy



5-7 YEARS

34%

Are Happy

52%

Are Neutral

14%

Are Unhappy



ABOVE 7 YEARS

38%

Are Happy

49%

Are Neutral

13%

Are Unhappy



EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

DO THEY FEEL VALUED FOR THE WORK THEY DO?

Majority of the respondents across all experience levels feel valued for the work they do.



UNDER 2 YEARS

59%

Feel Valued For Their Work

20%

Don't Feel Valued

21%

Do Not Work



2-4 YEARS

57%

Feel Valued For Their Work

34%

Don't Feel Valued

9%

Do Not Work



5-7 YEARS

57%

Feel Valued For Their Work

34%

Don't Feel Valued

9%

Do Not Work



ABOVE 7 YEARS

58%

Feel Valued For Their Work

33%

Don't Feel Valued

9%

Do Not Work



EXPERIENCE LEVEL DEMOGRAPHIC INSIGHTS

FLIGHT RISK BY EXPERIENCE LEVEL

Majority of the respondents across all job levels are willing to leave their current employer.



Despite the fact that respondents across all experience levels feel valued for their work, the majority of them are neutral about their happiness. The least and most experienced respondents are less likely to leave, compared to other experience levels. This could be because they want to stay longer to gain more experience and hone their skills, while the most experienced are either comfortable, despite the circumstances or they would like to leave but the grass isn't greener for them elsewhere.



EXTERNAL & INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

Both groups are drawn to similar traits, although some differ in terms of ranking.

The majority of external and internal respondents said they would recommend their employer.

Majority of the internal respondents are not willing to leave their current employer.



EXTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

EXTERNAL RESPONDENTS

External respondents are the general public. Their views are important in determining the general employee workplace insights.

Top 5 Extrinsic Traits For External Respondents



Strong Relatable
Company Goals
and Values



Open Effective
Management



Flexible
Hours



Transparent
Performance
Management



Mentoring
and Coaching

Top 5 Intrinsic Traits For External Respondents



Competitive
Pay Package



Career Growth



Job Security



Financially Stable
Company



Welfare Benefits

Top 5 Wildcard Traits For External Respondents



Corporate Pedigree
(Renowned
Company)



Talent



Work
Environment



Corporate
Culture



Motivation



EXTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

JOB SATISFACTION

HAPPINESS QUOTA FOR EXTERNAL RESPONDENTS

Majority of the external respondents' happiness levels are neutral.

37%

Are Happy

52%

Are Neutral

11%

Are UnHappy

FLIGHT RISK QUOTA FOR EXTERNAL RESPONDENTS

Most of the external respondents pose a high flight risk.

48%

Are Willing To Leave Their
Current Employer

9%

Are Not Willing To
Leave Their Current
Employer,

43%

Are Not Sure They Will
Leave

ADVOCACY QUOTA FOR EXTERNAL RESPONDENTS

Majority of the external respondents said they would recommend their employer.

79%

Would Recommend
Their Employer

21%

Said No



INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

INTERNAL RESPONDENTS

Internal Respondents are employees working at various companies in Kenya. Their participation was important for sampling and defining the top 10 companies to work for.

Top 5 Extrinsic Traits For Internal Respondents



Strong Relatable
Company Goals
and Values



Open Effective
Management



Transparent
Performance
Management



Flexible
Hours



Health
Programs

Top 5 Intrinsic Traits For Internal Respondents



Competitive
Pay Package



Career Growth



Job Security



Financially Stable
Company



Welfare Benefits

Top 5 Wildcard Traits For Internal Respondents



Promotion



Work
Environment



Performance
Incentives



Corporate
Culture



Team work



INTERNAL RESPONDENTS DEMOGRAPHIC INSIGHTS

JOB SATISFACTION

HAPPINESS QUOTA FOR INTERNAL RESPONDENTS

Most of the internal respondents are Happy.

71%

Are Happy

23%

Are Neutral

6%

Are Unhappy

FLIGHT RISK QUOTA FOR INTERNAL RESPONDENTS

Most of the internal respondents are not willing to leave their current employer.

27%

Are Willing To Leave
Their Current Employer

48%

Are Not Willing To
Leave Their Current

25%

Are Not Sure They
Will Leave

ADVOCACY QUOTA FOR INTERNAL RESPONDENTS

Majority of the internal respondents said they would recommend their employer.

88%

Would Recommend
Their Employer

12%

Said No



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THE MOST RESPECTED / ADMIRER & DESIRED COMPANIES

This section highlights the most respected & admired and desired companies in Kenya.

Safaricom is also the most respected & admired and desired company.

All the Top three Best 100 Companies to work for namely: **Safaricom, East African Breweries** and **United Nations** rank across as the most admired & respected and desired companies respectively.



THE BEST 100 MOST RESPECTED & ADMIRABLE COMPANIES IN 2019

- | | | | |
|-----|--|------|---|
| #1 | SAFARICOM | #51 | TOTAL |
| #2 | EAST AFRICAN BREWERIES | #52 | USAID |
| #3 | UNITED NATIONS | #53 | ORACLE |
| #4 | KENYA REVENUE AUTHORITY | #54 | UNICEF |
| #5 | PWC | #55 | ONE ACRE FUND |
| #6 | COCA COLA | #56 | CELLULANT |
| #7 | KENGEN | #57 | CHANDARIA INDUSTRIES |
| #8 | UNILEVER | #58 | CITI BANK |
| #9 | KENYA POWER AND LIGHTING COMPANY | #59 | GENERAL MOTORS |
| #10 | KCB BANK | #60 | NATIONAL HOSPITAL INSURANCE FUND (NHIF) |
| #11 | KENYA AIRPORT AUTHORITY | #61 | UNEP |
| #12 | EQUITY BANK | #62 | INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE (ILRI) |
| #13 | DELOITTE | #63 | JUMIA |
| #14 | KPMG | #64 | OXFAM |
| #15 | BRITISH AMERICAN TOBACCO | #65 | SAVE THE CHILDREN |
| #16 | CENTUM INVESTMENT | #66 | VIVO ENERGY |
| #17 | GOOGLE | #67 | AAR INSURANCE |
| #18 | KENYA PORTS AUTHORITY | #68 | BASE TITANIUM |
| #19 | BRITAM INSURANCE | #69 | NAIROBI HOSPITAL |
| #20 | ROYAL MEDIA | #70 | DT DOBIE |
| #21 | AIRTEL | #71 | ERNST & YOUNG |
| #22 | BIDCO AFRICA | #72 | NESTLE |
| #23 | KENYA PIPELINE | #73 | DAVIS & SHIRTLIFF |
| #24 | PENDA HEALTH | #74 | INCENTRO AFRICA |
| #25 | RED CROSS | #75 | UBER |
| #26 | TOYOTA | #76 | BOLLORE |
| #27 | NATION MEDIA GROUP | #77 | JUBILEE INSURANCE |
| #28 | CYTONN INVESTMENT | #78 | KENYA AIRWAYS (KQ) |
| #29 | ANDELA | #79 | KENYA TEA DEVELOPMENT AGENCY (KTDA) |
| #30 | CENTRAL BANK OF KENYA | #80 | MOMBASA CEMENT |
| #31 | STANDARD CHARTERED BANK | #81 | NIC BANK |
| #32 | COMMERCIAL BANK OF AFRICA | #82 | SAMSUNG |
| #33 | WORLD VISION | #83 | BONFIRE ADVENTURES |
| #34 | COOPERATIVE BANK OF KENYA | #84 | DALBERG ADVISORS |
| #35 | BAMBURI CEMENT | #85 | ICEA LION |
| #36 | KENYA MEDICAL RESEARCH INSTITUTE (KEMRI) | #86 | KENYA COOPERATIVE CREAMERIES (KCC) |
| #37 | AMREF HEALTH AFRICA | #87 | KENYA MEDICAL SUPPLIES AUTHORITY (KEMSA) |
| #38 | BARCLAYS BANK | #88 | SERENA HOTEL |
| #39 | MICROSOFT | #89 | G4S |
| #40 | SPORT PESA | #90 | KETRACO |
| #41 | AGA KHAN | #91 | PLAN INTERNATIONAL |
| #42 | KENYA BUREAU OF STANDARDS (KEBS) | #92 | SAROVA HOTEL |
| #43 | TALA | #93 | SENDY |
| #44 | DHL | #94 | JAVA HOUSE |
| #45 | WORLD BANK | #95 | KEROCHE BREWERIES |
| #46 | BROOKSIDE DAIRY | #96 | KNIGHT FRANK |
| #47 | TELKOM | #97 | NATIONAL ENVIRONMENT MANAGEMENT AUTHORITY (NEMA) |
| #48 | DELMONTE | #98 | NATIONAL SOCIAL SECURITY FUND (NSSF) |
| #49 | GLAXOSMITHKLINE | #99 | MONSATO |
| #50 | IBM | #100 | CARREFOUR |



THE BEST 100 MOST DESIRED COMPANIES IN 2019

- | | | | |
|-----|--|------|---|
| #1 | SAFARICOM | #51 | TALA |
| #2 | EAST AFRICAN BREWERIES | #52 | USAID |
| #3 | UNITED NATIONS | #53 | ORACLE |
| #4 | KENYA POWER AND LIGHTING COMPANY | #54 | BROOKSIDE DAIRY |
| #5 | KENYA REVENUE AUTHORITY | #55 | ONE ACRE FUND |
| #6 | KENGEN | #56 | VIVO ENERGY |
| #7 | COCA COLA | #57 | AAR INSURANCE |
| #8 | UNILEVER | #58 | CHANDARIA INDUSTRIES |
| #9 | KENYA COMMERCIAL BANK | #59 | NAIROBI HOSPITAL |
| #10 | PWC | #60 | INTERNATIONAL LIVESTOCK RESEARCH INSTITUTE (ILRI) |
| #11 | KENYA AIRPORT AUTHORITY | #61 | KENYA NATIONAL BUREAU OF STATISTICS (KNBS) |
| #12 | DELOITTE | #62 | TOTAL |
| #13 | GOOGLE | #63 | CELLULANT |
| #14 | BRITISH AMERICAN TOBACCO | #64 | JUBILEE INSURANCE |
| #15 | KPMG | #65 | OXFAM |
| #16 | CENTUM INVESTMENT | #66 | DALBERG ADVISORS |
| #17 | EQUITY BANK | #67 | GEO THERMAL DEVELOPMENT COMPANY (GDC) |
| #18 | KENYA PIPELINE | #68 | ISUZU |
| #19 | AIRTEL | #69 | JUMIA |
| #20 | BRITAM INSURANCE | #70 | KENYA COOPERATIVE CREAMERIES (KCC) |
| #21 | CENTRAL BANK OF KENYA | #71 | KENYA AIRWAYS (KQ) |
| #22 | KENYA RED CROSS | #72 | NESTLE |
| #23 | STANDARD CHARTERED BANK | #73 | SAROVA HOTELS |
| #24 | ROYAL MEDIA | #74 | BONFIRE ADVENTURES |
| #25 | NATION MEDIA | #75 | ERNST & YOUNG |
| #26 | WORLD VISION | #76 | GENERAL ELECTRIC |
| #27 | PENDA HEALTH | #77 | KENYA MEDICAL SUPPLIES AUTHORITY (KEMSA) |
| #28 | KENYA MEDICAL RESEARCH INSTITUTE (KEMRI) | #78 | HUAWEI |
| #29 | MICROSOFT | #79 | KETRACO |
| #30 | ANDELA | #80 | NIC BANK |
| #31 | BIDCO AFRICA | #81 | BASE TITANIUM |
| #32 | TOYOTA | #82 | BOLLORE |
| #33 | AMREF HEALTH AFRICA | #83 | COMMERCIAL BANK OF AFRICA |
| #34 | COOPERATIVE BANK OF KENYA | #84 | INTERCONTINENTAL HOTEL |
| #35 | BAMBURI CEMENT | #85 | UBER |
| #36 | WORLD BANK | #86 | FAMILY BANK |
| #37 | AGA KHAN | #87 | KNIGHT FRANK |
| #38 | BARCLAYS BANK | #88 | MCKINSEY |
| #39 | CYTONN INVESTMENTS | #89 | SAVE THE CHILDREN |
| #40 | GLAXOSMITHKLINE | #90 | WHO |
| #41 | DHL | #91 | BBC |
| #42 | IBM | #92 | DT DOBIE |
| #43 | KENYA BUREAU OF STANDARDS (KEBS) | #93 | INCENTRO AFRICA |
| #44 | SPORTPESA | #94 | KENYA BUREAU OF STATISTICS |
| #45 | GENERAL MOTORS | #95 | MABATI ROLLING MILLS |
| #46 | UNEP | #96 | PROCTER & GAMBLE |
| #47 | NATIONAL HOSPITAL INSURANCE FUND (NHIF) | #97 | VILLA ROSA KEMPINSKI |
| #48 | UNICEF | #98 | CARREFOUR |
| #49 | TELKOM | #99 | BATA |
| #50 | DELMONTE | #100 | KALRO |



CONCLUSION

Safaricom was not only voted the best company to work for but also the most respected & admired and desired company to work for in Kenya. What is **Safaricom** doing in terms of employee satisfaction that attracts respondents to see them this way ?

It is vital for employers to understand that employee satisfaction is a major factor that can help determine the organisation's overall well-being; thus rigorous strategies to ensure, measure, track and improve employee satisfaction should always be held in high regard.

In Kenya, employees are most satisfied when they can relate to a company's vision, have full transparency with management and have flexibility in the execution of their tasks. A company is only as good as its staff on any given day, so ensuring your staff are happy and satisfied not only increases your company's productivity but your company's reputation as well.



WHO WE ARE

BrighterMonday was established in 2006 and has grown to become Kenya's leading recruitment and HR services platform. We focus on making it convenient for employers to access a large pool of qualified candidates for their vacancies. We use web, mobile, social media and many more channels in reaching the most elusive of candidates. Given our deep candidate database and HR expertise, BrighterMonday is the best and right choice to fulfill your recruitment needs.

Our vision is to be Africa's most user-centric and transparent career ecosystem while connecting the right candidates with the right opportunities.

BrighterMonday is financially backed by globally leading private equity focused on the internet space, with portfolio investments including LinkedIn and Facebook, and is supported by experienced and highly skilled HR professionals and practitioners.

Our partners range from KPMG, Britam, Jubilee Insurance, PENDA Health and other top organisations.

OUR NUMBERS

BrighterMonday is the #1 Jobs portal in Kenya with a long track record of happy handshakes.



34,000+

Registered Employers



740,000+

Jobseeker Profiles



80+

Applications per Job



8,800,000+

Job Applications

OUR SERVICES



Profile Development
and Boosting



Learning and
Development offerings



Online Job Listing
And Candidate Recruiting



Executive Recruitment



Testing & Candidate
Profiling Capabilities

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