Are you a **Best Employer**?
Are your people aligned to your business?

Being an Aon Hewitt Best Employer means something to everyone...

To Leaders: It means a shared common vision

To the HR Team: It means alignment of people to business expectations

To Employees: It means seeing a future, and performing to their best abilities

To Shareholders: It means high organizational performance will lead to high financial returns

To Customers: It means assurance of high quality delivery on customer promises

To Potential Employees: It means your organization is the best place to work
You are invited to participate in the Aon Hewitt

Best Employers in Korea 2011 Study

The Aon Hewitt Best Employers in Korea 2011 study is the sixth time we are conducting a comprehensive research to identify best-in-class people practices and how they enable business performance.

The Aon Hewitt Best Employers in APAC 2011 study provides insights into alignment of people practices to business. It enables an organization to measure the effectiveness of its people practices, and identifies a shortlist of the Aon Hewitt Best Employers in Korea.

This study forms part of the Best Employers in APAC study, which covers over 11 markets including Australia/New Zealand, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Middle East, Singapore and Thailand.

The Aon Hewitt Best Employers in Korea 2011 study is expected to be the largest employee research project in Asia Pacific - its most recent study findings represented the views of over two million employees from over 900 organizations. Surveying begins in September 2010, with employee engagement results available as early as three weeks from the completion of online surveying.
Why Participate?

The Aon Hewitt Best Employers in Korea 2011 provides definitive benchmarks and insights into how organizations drive business results through people

Enables an organization to measure the effectiveness of its people practices

Identifies a shortlist of the Aon Hewitt Best Employers in Korea

With the Aon Hewitt Best Employers APAC 2011 study, we complete a decade of the study in the region. With this study we shall continue our endeavour to drive cutting-edge people practices through research and analytics on contemporary industry trends.

The 2011 study will have an increased focus on alignment of people practices to business. We will study business impact of positive people practices, and evaluate the actions and behaviors of different employee segments that enable improved business performance.

Ms. Smita Anand
Regional Director, Asia Pacific Consulting, Hewitt Associates

STUDY OBJECTIVES

The 2011 study is designed to evaluate people alignment to business

Identify the critical drivers that enable organizations to achieve differentiated performance through their people

Identify the high-impact people-related actions and behaviors by each employee segment (leaders, managers, employees, high-potentials and HR) that enable better business performance

Identify specific leading practices that create positive and lasting business impact for an organization
What’s Involved?

Eligibility

To participate, organizations must have:

- Over 100 Full-Time Equivalent (FTE) employees in Korea; and
- Been in business for more than two years in Korea

FTE = permanent full-time and part-time employees only. It does not include casuals, temps, contractors, etc. (however, the Employee Opinion Survey (EOS) will need to be distributed to all of your employees including casuals, temps, contractors, etc.).

Participation is Free*

*Participation in Australia/New Zealand is subject to different conditions.
To take part in the study, your organization completes three diagnostic tools developed by Aon Hewitt:

- **Employee Opinion Survey (EOS):** This survey is designed to gauge employee’s perceptions across a comprehensive set of people, organization and process-related areas that drive employee engagement and business performance. It is completed by a statistically valid, random sample of employees and compared against benchmarks.

- **People Practices Inventory™ (PPI):** The PPI is a comprehensive data gathering tool that collects information on business performance, organization structure, people/HR strategies as well as the practices, programs and policies in: recruitment and selection, workforce management, career development, leadership and high potentials development, performance management, learning and development, rewards and recognition, and HR management.

- **CEO Questionnaire:** This questionnaire is designed to collect the CEO’s, or the most senior executive’s, strategic business direction, people-related actions needed to enhance business performance and perceptions of other leaders, managers, employees, high potential employees and human resources.

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**CEO Perspective (CEO questionnaire)**

**Employee Opinion Survey (EOS)**

1. **People Practices (People Practices Inventory™ [PPI])**

2. **Analysis and Judging Process**
   - (Independent judges, ‘Blind data’, Best Employer Driver assessment)

3. **Aon Hewitt Best Employers Announced**
   - (Study takeaways, further analysis into what makes the Aon Hewitt Best Employers best)
CONFIDENTIALITY

Participation is strictly confidential. Only those organizations named Aon Hewitt Best Employers are identified publicly.
In addition, we will audit up to 20 percent of participating organizations at random to ensure the accuracy of the data provided and to maintain the rigor of the study methodology.
Selecting the Aon Hewitt Best Employers

Independent, ‘Blind’ Judging

Aon Hewitt collects, cleans and analyzes the data but is not involved in selecting the list of Aon Hewitt Best Employers

The Aon Hewitt Best Employers in Korea are selected by independent judging panels. Aon Hewitt collects, cleans, and analyzes the data but is not involved in selecting the list of Aon Hewitt Best Employers.

The Aon Hewitt Best Employers in each market are determined by their local judging panels. These local Aon Hewitt Best Employers are then included on the shortlist submitted to the regional judging panel. This regional panel selects the Aon Hewitt Best Employers in APAC 2011.

All judging is ‘blind’ in that each set of organizational data is assigned a code and the judges don’t know the organization’s identity until after their decisions are made.

Essentially, the judges consider a wealth of data that gives them a 360-degree view of the perspectives of an organization’s employees and leaders, as well as insight into its HR practices. Ultimately, they seek organizations that demonstrate a high level alignment of their people practices with their business strategy.
Key Takeaways from the Study

The major benefit of participating in the Aon Hewitt Best Employers study is that it enables you to gain unique and valuable insights into and analysis of your organizational talent and the related key drivers to business performance.

Aon Hewitt offers a range of reports, insights and benchmark walkthroughs, and advisory action planning sessions.

Reports

Aon Hewitt shares Complimentary Reports with all participants. They include:

- **Regional Data and Insights** – Provides key findings and analyses from Best Employers Studies around the Asia Pacific region. Available after the announcement of the Aon Hewitt Best Employers in Asia Pacific.

- **Market Data and Insights** – Provides key findings and analyses from the Best Employers Study in Korea. Available after the announcement of the Aon Hewitt Best Employers in Korea.

- **Specific data and benchmarks on your organization:**

  **Employee Positive Perception Report (EPPR)** – Shows the overall engagement score for your organization, as well as positive perception responses for the top three and bottom three engagement drivers. Available three weeks after completion of online surveying.

  **Best Employers Drivers Report** – Compares your organization’s scores for the Best Employers drivers to The Best and The Rest in Korea. Available after the announcement of the Aon Hewitt Best Employers in Korea.

  **Employee Segments Analysis** – Highlights how each of your organization’s employee segments (Leaders, Managers, Employees, Hi Potentials, and Human Resources) contribute to your organization becoming a Best Employer and compares against The Best and The Rest in Korea. Available after the announcement of the Aon Hewitt Best Employers in Korea.

  **Employee Comments** – Verbatim employee comments from the EOS. Available three weeks after completion of online surveying.
Additional options are available for those who desire an even more detailed analysis of their organization’s work or on specific industries, markets or regions.
Insight
Insights and Action Sessions

In addition to the complimentary reports, Aon Hewitt can also provide insight sharing sessions and consultative workshops with your executive team.

Results and Insight Share presentation of the Best Employers Report – A senior Aon Hewitt associate takes the executive team through a 90-minutes session on the data, insights and benchmarks from the study report. The session also includes specific diagnostics for your organization.

Fees Apply

Half-day Action Planning Workshop – Aon Hewitt’s senior consulting team conducts a half-day session with your leadership team.

- Consultants take the executive team through the data, insights and benchmarks from the study report as well as the specific diagnostics for your organization.

- Where applicable, you will also receive additional data and analysis on industry benchmarks, your organization’s historical trend-lines, engagement impact model, and the Best Employer drivers and employee segment scores.

- Consultants also facilitate discussion to define a roadmap and high-level action plan for addressing the findings from your organization’s study results to enable improved business performance.

Fees Apply
New in 2011

New Markets
- Japan, Indonesia and the Middle East
- No longer just covers Asia, but Asia Pacific

New Research Themes
- **Best Employer** drivers – Identify the critical drivers to becoming a **Best Employer**
- Business/financial impact of positive people practices
- Employee segments – Identify the high impact actions and behaviors by each employee segment (i.e. leaders, managers, employees, high-potentials and HR) that enable improved business performance

New Report Options
- More report options will be available

These new aspects reflect what we are hearing from business leaders and HR heads across Asia Pacific.

**PARTICIPATION**

Participation is free for organizations that meet the eligibility criteria

You can register online. Please visit [www.hewitt.com/bestemployerskorea](http://www.hewitt.com/bestemployerskorea) and complete the online registration form*.

You can choose the survey period. Choose any four-weeks from September 15 – December 16

Complimentary report is provided at the end of the study

*Organizations are encouraged to ensure all EOSs are completed online in order to minimise impact to environment with paper surveys
Key Dates at a Glance

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<td>Data Collection Ends (choose any four-week period)</td>
<td>December 10, 2010</td>
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<td>Employee Positive Perception Reports (EPPR): Available three weeks after survey completion (Standard Participation) or seven weeks (Non-Standard Participation)</td>
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Information Session

To find out more about participating in the Aon Hewitt Best Employers in Korea 2011 study, please join us at one of our free information session.

Please check for sessions held locally at www.hewitt.com/bestemployersapac

How to Register

To register, visit the Aon Hewitt Best Employers in Korea website at www.hewitt.com/bestemployerskorea and complete the online registration form. Registrations are required at least seven days before your chosen session.

For more information, please contact your local market contact or email us at bestemployerskorea@hewitt.com.
About Aon Hewitt

Aon Hewitt is the global leader in human capital consulting and outsourcing solutions. The company partners with organizations to solve their most complex benefits, talent and related financial challenges, and improve business performance. Aon Hewitt designs, implements, communicates and administers a wide range of human capital, retirement, investment management, health care, compensation and talent management strategies. With more than 29,000 professionals in 90 countries, Aon Hewitt makes the world a better place to work for clients and their employees. For more information on Aon Hewitt, please visit www.aonhewitt.com.
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