

# **DIMO Recognised For “Making Work Enjoyable And Rewarding”**



Good human resource management (HRM) practices create value in many ways for a company. DIMO takes the view that increasing employee equity, creating a great value proposition and building high stakeholder perception will make employees deliver value for the organisation. More than in any other era, today creative human resources practices are sought after in talent management to attract, engage and retain the best talent. Not just the best HRM practices but the ‘right’ HRM practices are instrumental in achieving organisational objectives.

DIMO has always placed employees first, as it believes that it is the employees who will ultimately deliver value for the organisation. The Employee Value Proposition of DIMO “Making Work Enjoyable and Rewarding,” is aimed at seeking employee engagement, which is a key driver for value creation. Winning a gold award for the third consecutive time and a special category award for Employee Relations and People at the HRM Awards 2014 has proven that its approach towards employees is consistent and relevant.

Reputed entities such as AON Hewitt and SHRM have been actively involved in the HRM Awards, bringing in their stringent evaluation criteria to filter the Sri Lankan organisations. Looking back, DIMO can safely feel that their HR practices have proven to be amongst the best and most effective. Over and above the recognition that DIMO received, it is also a reaffirmation to its employees that their organisation has the best practices in place, for their own development.

Being employee centric is not an option but an imperative for DIMO. All HR

interventions and programmes are rolled out understanding the employee perspective. This is perhaps one of the reasons why DIMO employees have identified the company as a “Great Place To Work” in a survey conducted by the Great Place To Work Institute in the years 2013 and 2014.

The diverse needs and expectations from different business sectors and groups of employees constantly challenge the current human resources practices of the organisation. Therefore, the human resources team is constantly engaged in re-inventing, re-aligning and re-positioning its practices to meet the current and future needs. Such an approach to shape its human capital will place DIMO amongst the best companies when it comes to HR practices.