

Tulsa consulting group partners with job listing site

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TULSA – Web sites like Monster.com and CareerBuilder.com offer numerous options for career choices.

Kevin Kennemer said that alone isn't a convenience for job seekers.

"No longer is finding a job in any company the goal of an applicant," said Kennemer, president of the Tulsa-based consulting firm The People Group. "It's about finding a good job in a great company environment."

To drive that message forward, The People Group partnered with the job listing site GreatPlaceJobs.com.

The People Group now offers a job search board on its Web site. GreatPlaceJobs powers the board and ensures all job listings meet specific criteria. It only posts listings for companies that are certified and awarded as great places to work.

"You are seeing this trend where employees want to work for what is seen as the best companies," said Kennemer. "This should be an incentive for employers as another reason to become a best workplace."

Asher Adelman started GreatPlaceJobs several months ago. He said he has worked in various industries where the environment ranged from positive to toxic. Adelman said those experiences motivated him to provide a filter for job seekers.

GreatPlaceJobs currently has about 1,300 companies nationwide and more than 150,000 job listings. Adelman is partnering with different consulting groups around the country so he can continue to add more local companies on the site. The People Group is the first group the site has partnered with.

Companies that are certified as great workplaces can post for free on the site. Job seekers pay a \$20 subscription fee and are granted three-month access.

In today's difficult economic environment, Adelman said it's more crucial to seek out high-quality companies. He said those companies that provide healthy work environments are typically in a better financial situation. "If you're looking for a job, those companies provide a much more secured job," said Adelman. "For the most part they are going to be more stable and less likely to lay people off in the future."

Kennemer said the American work force is undergoing a culture change. Employees are not only looking for jobs, but looking for a great place to work, he said. More people are realizing they don't have to undergo harsh treatment just to receive a paycheck. "Organizations have to develop positive people workplaces if they want to compete," he said. "If not they will fall behind."

Adelman said he thinks GreatPlaceJobs is at a different level than other job listing sites. "Finding a decent job at a decent company is a real time-consuming effort," he said.

"On our site every company is officially recognized as a great employer and that provides the users convenience."



Kevin Kennemer, president of The People Group, at his home office in Broken Arrow.
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