

## What Sets Centurion Asset Management Inc. Apart from the Industry?

By: Mr. Greg Romundt



2017 was a year of extremely positive results, which we partially attribute to a complete revamp of the Human Resource and Employee Management functions at Centurion Asset Management Inc.

Often referred to as "The Year of HR", we focused on strengthening our corporate culture, boosting employee morale, reducing turnover, and increasing productivity through employee engagement and training. In the past twelve months, Centurion has implemented several programs that focus on improving communication and transparency, employee innovation, and employee development. We thought it was important to share some of the ways in which we separate ourselves and outshine other industry leaders.

Centurion introduced three web-based systems, BambooHR, TinyPulse, and Slack to enhance communication across the company and give the management team greater insight into employee performance and opinions. We implemented TinyPulse as an automated survey tool that allows employees to respond anonymously to a topic and/or share any suggestions or feedback, which we have used to make consistent improvements to our culture, work environment, and productivity. Slack, an internal communication software, was implemented as a platform that enables employees to send instant messages, share information, and provide timely updates to anyone in the company. Employees are also encouraged to join various channels and share relevant content amongst these groups to promote greater interaction and a better flow of information. BambooHR allowed us to move from written, annual top-down evaluations, which were not timely, to quarterly electronic 360-degree reviews (manager to direct reports, direct reports to their manager, and peer reviews). This gave us the ability to get quick insights, diagnose issues, and make fixes to improve employee performance, job satisfaction, and retention.

By using these tools and implementing changes, we were able to achieve rating scores above the overall and industry benchmarks in every category:

	Communication and Transparency	Company 360	Culture	Personal Development	Recognition	Leadership Team	Team - Peers	Talent - Retention and Attraction	Average
Centurion Average	8.0	9.4	8.3	8.1	7.9	9.3	9.2	8.8	8.6
Industry Benchmark	7.3	7.6	7.4	7.1	7.1	8.3	8.0	7.7	7.6
Overall Benchmark	7.7	7.8	7.6	6.9	7.3	8.2	8.0	7.2	7.6

These initiatives afforded us the ability to further streamline, which led to process improvement and gave management the ability to focus on core areas that positively affect our results, such as improving rental growth and employee performance and engagement. Ensuring that we have skilled employees in the right roles, with the tools they need to produce strong results, allowed us to achieve success in 2017 as we continue to look forward to even further success in 2018.