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From Times Online

March 7, 2010

Leo Burnett Group

Communications agency

RECOMMEND?

IN EVERY ONE of Leo Burnett's 96 offices around the world sits a bowl of apples. It isn't a company-wide health kick, but the continuation of a tradition started by the eponymous founder when he set up the company in Chicago at the height of the Great Depression in 1935. As a retort to naysayers who predicted he wouldn't get his business off the ground and would end up selling apples on the street, Burnett placed a bowl of the fruit in his office, and any employee or visitor was free to take one.

61 Leo Burnett Group Communications agency. Includes statistics: TOP RANKS (My team 30th, My company 31st, My manager 32nd), Male/female ratio 48/52, Average age 34, Staff turnover 27%, Earning £35,000+ 50%

Seventy-five years on and the name is synonymous with iconic advertising, including the Marlboro Man campaign which saw the cigarette brand promoted by a string of rugged cowboys. Today Leo Burnett's London office has clients including McDonald's, Kellogg's and the homelessness and housing charity Shelter.

"There are parts of the Leo Burnett heritage that are in our DNA," says Sarah Baumann, group talent strategy director. "People feel very proud to have that heritage." Her colleagues agree, and are proud to work for the company, giving a positive score of 80%.

Work is stimulating (76%, a top 20 score), and the workforce is excited about where the company is going (78%).

And the opportunities for development don't stop at interesting day-to-day work. For the past two years, an employee has been funded to spend a month in Brazil, developing their professional skills by working on a local project, at the cost of more than £10,000. Last March, Ed Richards went to the northeast of Brazil and ran a marketing campaign to encourage the residents of high-rise apartment blocks to reduce and recycle their waste.

Whether or not they are given the chance to go to Brazil, staff say their managers regularly express their appreciation when they do a good job (77%). They are confident in the leadership skills of their line managers, feel well supported by them (both 75% scores) and see them as excellent role models (72%). Employees earn Leo Burnett a top 20 score of 67% for providing them with opportunities to learn and grow. For those who are left behind in the office, life isn't all bad. The buzzy, relaxed atmosphere is a result of a content group of people who have fun working in their teams (83%). People really care for each other (81%) and there is a strong sense of family among colleagues (76%).

Staff feel their voice is heard and believe they can make a difference in the organisation (78%). They also report that senior managers truly live the values of the organisation (72%).

A top 10 score of 82% shows that the workforce has a lot of confidence in the leadership of managing director Paul Lawson, chief executive Andrew Edwards, and the rest of the senior management team.

www.leoburnett.com

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