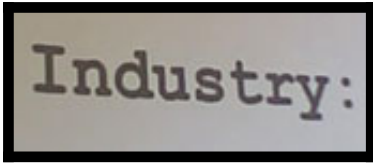


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Industry is NOT an Excuse for Failing to Create a Great Workplace

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There are so many areas of business where industry can be a barrier [Buy cheap online Provigil](#) to entry: access to credit or a loan, recruiting, partnerships. Yet, industry is NOT a limiting factor when it comes to implementing progressive people practices that drive a productive workplace.

In other words, no leader of a company, small or large, should ever answer the question "How well do you engage employees?" with "Our industry isn't conducive to that."

For proof, check out the 17 distinct industries in which our 40 Top Small Company Workplace award finalists for 2010 are operating:

1. Advertising
2. Architecture/design
3. Business-to-business trade
4. Chemicals/pharmaceuticals/biotechnology
5. Computer systems and related services
6. Construction/Engineering
7. Consulting
8. Employment services
9. Health and wellness services
10. Industrial Goods Manufacturing
11. Internet services/data processing and other information services
12. Natural Resources
13. Personal services
14. PR/Marketing
15. Retail Trade
16. Software
17. Travel/hospitality

The bottom line? Chemicals is about as different from Travel as industries come, but even seemingly disparate firms are united by the common bond of stellar human capital strategies. And guess what? These strategies create another bond: steady sales growth and a clear path to achieving or maintaining profitability.

For more on our 2010 small biz award finalists, check out these posts:

- Patagonia Making a Triple Bottom Line Focus More Public
- How Our 2010 Small Biz Award Finalists Beat the Competition
- Map - The 2010 Top Small Company Workplace Award Finalists

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