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Top Small Workplaces More Optimistic About 2011 Hiring Than Other Small Businesses

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Now that it's December, it's relatively easy to get a sense of how many companies of *all sizes* plan to add to their headcount in 2011. Estimates range from 32% to 47% or more.

Harder to gauge is how many *small* firms plan to hire in 2011. (Is it a coincidence that it's historically been harder to find research of successful people practices and their financial impact among just small businesses? That's one of the reasons we continue to do our Top Small Company Workplaces award. But I digress...)

I did a little digging today and found the following research, of varying sample sizes, which provides a picture of how many small organizations are looking to hire next year:

- 19% - Office Depot survey (first half of 2011 only)
- 20% - Small Business Advocate Jim Blasingame's audience
- 22% - PNC Economic Outlook survey

These three findings suggest that 2 in 10 small businesses plan to add people in 2011. Notably, **among our own survey sample – 2003-2010 winners of our award for small firms with progressive, productive workplace cultures – we found this ratio increased to 3 in 10.** (See this article on our site, under "Actions to Ensure Success in Next 12 Months".)

This is further evidence that investing in your workplace provides results that are "better for people" (in this case, those out of work and/or looking for a career transition) and *at the same time* "better [Provigil pharmacy](#) for business," as we say in our tagline.

To learn more about our award-winning small firms, [click here.](#)

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