BrighterMonday has reviewed the best employers in Kenya to provide a comprehensive rating of employee satisfaction.

The first ever “Best 100 Companies To Work for in Kenya” focuses on identifying, recognising and celebrating the top employers in Kenya as rated by employees and other professionals.

The report also provides insights that job seeking professionals should take into consideration when choosing their next company. A total of 2,067 valid responses were considered in the final analysis.
KEY PARAMETERS OF RESPONDENTS
GENDER AND AGE
KEY PARAMETERS OF RESPONDENTS

57% MALE
43% FEMALE

60% 25-34 {YEARS}
EXPERIENCE LEVEL
KEY PARAMETERS OF RESPONDENTS

- Entry Level: 50%
- Mid-Level: 35%
- Senior Level: 15%
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Salary Range</th>
<th>Exchange Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>Earn under KSh 50,000</td>
<td>$ 494</td>
</tr>
<tr>
<td>21%</td>
<td>Earn between KSh 51,000 - 100,000</td>
<td>$ 504 - 988</td>
</tr>
<tr>
<td>8%</td>
<td>Earn between KSh 101,000 - 150,000</td>
<td>$ 998 - 1,482</td>
</tr>
<tr>
<td>6%</td>
<td>Earn between KSh 151,000 - 250,000</td>
<td>$ 1,492 - 2,470</td>
</tr>
<tr>
<td>3%</td>
<td>Earn between KSh 251,000 - 400,000</td>
<td>$ 2,480 - 3,952</td>
</tr>
<tr>
<td>2%</td>
<td>Earn over KSh 401,000</td>
<td>$ 3,962</td>
</tr>
</tbody>
</table>
CURRENT EMPLOYMENT
KEY PARAMETERS OF RESPONDENTS

44% have been with current employer for below 2 years

32% have been with current employer for 2-5 years

9% have been with current employer for 5-7 years

15% have been with current employer for 7 & above years
EMPLOYEE RECOMMENDATION
KEY PARAMETERS OF RESPONDENTS

23% would recommend their company.
27% would likely recommend their company.
50% would not recommend their company.
DEMOGRAPHIC INSIGHTS
CURRENT EMPLOYMENT

Both men and women are not overwhelmingly satisfied with their place of work.

23% of men said they were satisfied with their current place of work.

21% of women said they were satisfied with their current place of work.
EXPERIENCE LEVEL

Men occupy a slightly greater percentage of senior-level positions. While women occupy a greater percentage of combined entry-and mid-level positions.
MONTHLY SALARY

Men only slightly occupy a greater percentage of the higher salary bracket.

55% EARN ABOVE
KSh 251,000

45% EARN ABOVE
KSh 251,000
EMPLOYEE SATISFACTION

Men and women value the same traits in a company. The top 3 traits being: **Good pay, job security & proximity to home.** However, men are more willing to stay at their current place of work, than women.

64% of men are willing to stay

36% of women are willing to stay
Entrepreneur’s

There is a young entrepreneur demographic with most falling within the 25-35 years age bracket.

57% 25-34 (years)

25% 18-24 (years)
The younger demographics (18-24 & 25-34) rate their companies highly. However, they also pose a high ‘flight risk’.

- **55%**  
  18 - 24 YEAR-OLDS  
  Rated their companies highly

- **30%**  
  18 - 24 YEAR-OLDS  
  Are willing to leave

- **49%**  
  25 - 34 YEAR-OLDS  
  Rated their companies highly

- **37%**  
  25 - 34 YEAR-OLDS  
  Are willing to leave
The older demographics (40 and above) rate their companies highly as well, however, they are more likely to stay.

48% of 40 & above year-olds rated their companies highly.

- 33% willing to stay
- 28% willing to leave
- 39% undecided
Job security, pay and proximity to work are the most important factors for the different job levels.

Senior-level employees rate their companies highest, followed by entry-level employees and then mid-level employees. Accordingly, Senior-level employees are more likely to stay, with the mid-level employees showing strongest desire to leave.

Mid-level employees value pay and proximity, they rated their companies the lowest on average and are more likely to leave, to pursue these traits.

Senior-level employees value job security and proximity, they rate their companies highest and are more likely to stay, as they have these traits in their workplace.
The longer an employee is with a company the less happy they seem to be and the more likely they are to leave.
WHAT MAKES A GOOD COMPANY
EXTERNAL

THESE ARE THE TOP FIVE TRAITS THAT ARE DESIRED FROM A DREAM COMPANY

- Good welfare benefits aside from salary
- Career advancement prospects
- Job security
- Good pay package compared to other companies in the industry
- Learning opportunities

THESE ARE THE TOP THREE TRAITS THAT ARE ASSOCIATED WITH THE TOP 25 COMPANIES

- Good welfare benefits aside from salary
- Career advancement prospects
- Job security

The top companies tick all the right boxes
INTERNAL

Employees say these are the Top Five Qualities that are most important to them in their current companies:

1. PRIDE
2. CULTURE
3. CAREER OPPORTUNITIES
4. DIVERSITY & INCLUSION
5. PAY PACKAGE
INTERNAL

Overall, there are slightly more people willing to stay than leave. However, both sets of employees are looking for the same three traits in their dream companies: Pride, Culture and Career Opportunities.