

A large blue screen displays the Facebook logo in white. In front of the screen, a group of people are shown as black silhouettes, appearing to be in a meeting or presentation. The background is white.

facebook®

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**Facebook is the largest social network in the world. It was founded on February 4, 2004 by Mark Zuckerberg and his neighbors around the world during his studies at Harvard University - Eduardo Saverin, Dustin Moskovitz and Chris Hughes.**





## Facebook takes 1st place among employers

The existing image of Facebook as an employer is "the best place to work." In 2013 Facebook was included in the list of employers - brands number 1 according to Glassdoor in the nomination "the most satisfied employees".

Facebook received an amazing 4.7 out of 5, while the next closest employer is rated at 4.5, and their talented competitor Google got 4.3.

# Some companies have free food, but this one has an amazing meal:

- Free ice cream and biscuits that change the perception of life
- Free BBQ
- The global variety of food keeps employees on campus

One of the features that affects most people outside of Silicon Valley is the availability of alcohol in companies.

The reason why alcohol is allowed in these companies is that management can not be built on trust unless we believe that our employees can reasonably consume alcohol at work.



- **Obviously, higher education is not required** - because its successful leader Mark Zuckerberg "flew" out of college. And it would be inconsistent and, perhaps, a bit awkward to require a new employee higher education.



- **Recruitment on a competitive basis** Facebook relies heavily on technical competitions on the Internet to find hidden or "unobvious" talents from around the world. These relatively inexpensive contests have simple names such as "facebook hacker cup", but, despite the simplicity, they allow the firm to find people on the basis of problems that they can solve, and which are some of the main corporate priorities.

- **General Director, as Chief Recruiter**
- Most organizations dream of a CEO who is sometimes involved in recruitment, but Mark Zuckerberg takes it to a new level. He takes on the role of chief recruiter, periodically publicly talking about the company and visiting university campuses to directly recruit potential recruits from among teachers and students.



- **Facebook offers unlimited sick leave**
- There are also a few more good ways to demonstrate your trust in your employees than offering them unlimited sickness. Facebook also offers a 21-day paid vacation every year, even for new employees.

- **Amazing benefits for young parents**

Facebook, like most technology firms, is struggling to hire and retain female engineers. Therefore Facebook offers reserved comfortable parking spaces for pregnant women.

- Facebook also offers four months of paid parental leave for both spouses, reimbursement of childcare expenses and adoption fees, as well as \$ 4,000 in cash "for each newborn.



- **The practice of "No Meetings on Wednesday" provides working hours without interruptions**

Facebook unofficially underscores the avoidance of scheduled meetings on Wednesdays. This day in the middle of the week without meetings guarantees "producers" (programmers) at least one full day of continuous working time.

- **Easy to entertain and play sports**
- Of course, Facebook has a fitness center, and for busy employees, there are even tables with treadmills for workouts during work. For entertainment, there is a fully equipped room for videogames, a cinema, a polygraphy, a skateboarding area, and free bike rental on campus.



- **There is no longer any need to leave the campus for personal matters**

Facebook staff can use the laundry, hairdresser, and dry cleaning for free.

Also there are: a doctor's local office, an acupuncturist, and a manual therapist, so there's no special need to leave the campus for personal matters, and many stay up late because they have several personal files after work.



- **"Wooden workshop" stimulates / encourages / inspires creativity**

In the world of technology, it may seem outdated or inappropriate, but Facebook (like Google) offers its employees a complete wooden workshop. To some it helps to relax, but also serves to stimulate employees to creativity, thinking, but most importantly, develops the habit of doing things. Therefore, the production of personal belongings is encouraged.

- **Everyone gets any technology that he needs**

Each building has its own technical support office (some of them are open 24 hours). Nothing shows a commitment to technical support more than a strategic location at the headquarters of round-the-clock vending machines that issue the necessary components for replacement (for example, a keyboard) for free.



## ■ **Zuckerberg is rated as the General Director No. 1**

It's hard to argue that Mark Zuckerberg is an outstanding general director, based on his records in obtaining 1.2 million customers, maintaining market dominance, stable profitability, and the most recent receipt of a high share price.



But it's more surprising that based on the ratings of employees (99% are satisfied with his leadership), Glassdoor rated him as CEO of number 1 in 2013, with a big gap between the CEO of Google and Apple. The second person in the company, chief operating officer Cheryl Sandberg, has had equally successful results, and, in addition, she was named the most influential woman in the Silicon Valley.



Thanks  
for your  
attencion!