

CFO Snafu

7 must-have perks to keep employees on board

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On-site gym access? Check. Pizza lunches on Friday? Check. Cold beer at 4 o'clock?

Maybe that's a step too far.

Competitive salaries and opportunities for advancement still rank high on what the best employees are looking for, but special perks are becoming more and more important to attracting — and keeping — top talent.



Extra vacation days, company conventions, gourmet cafeterias and free concierge services are common at a growing number of companies, but it's just the tip of the iceberg. Here's a list from CNN and CareerBuilder of how seven companies are keeping employees motivated — from the incredibly lavish to the downright unfair:

1. **Digitas Health; Philadelphia** — Good thing these workers have free gym memberships, lunchtime yoga classes and summer hours on Fridays — they'll need all that exercise to work off the "Free Beer Fridays" they have during the winter.
2. **SAS; Cary, NC** — Amenities abound at this company. Employees have free use of an on-site hair salon, massage therapist and auto detailer, as well as an on-site healthcare center, complete with doctors, nurses and nutritionists.
3. **Homestead Technologies; Menlo Park, CA** — These employees get so much time off, it's a wonder they get anything done: They earn paid winter breaks from Christmas to New Year's Day, paid days off every birthday, unlimited paid sick leave, and after five years with the company, a four-week paid sabbatical.
4. **Creative Business Resources; Phoenix** — Employees at the HR outsourcing company receive a \$150 holiday shopping spree, but with a catch: They have to come back with receipts and explain how they spent the money on themselves.
5. **KPMG; New York** — Many companies give workers Independence Day off, but they do one better here: Everyone gets to bring home a "BBQ Bonanza" of steaks, hot dogs, hamburgers and chicken to enjoy.

6. **Adams & Knight; Avon, CT** — This advertising agency knows how to wow. The center of its building is a full-scale 1950's diner, complete with booths, jukeboxes and free retro-styled bottles of Coke.
7. **Google, Inc.; Mountain View, CA** — These employees have far too many perks to list. Among them: 27 days of paid-time-off after one year with the company, free oil changes, car washes, hair cuts, access to laundry washers and dryers and three gourmet meals per day. All that's on top of up to \$8,000 per year in tuition reimbursement.

Full-blown theme restaurants and daily massages are nice and all, but what incentives has your company offered to boost motivation? Share your stories — or any perks you'd love to see in your office — in the comments section below.