

# DAC Beachcroft recognised for its outstanding employee engagement

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**International law firm DAC Beachcroft is delighted to have won the ‘Outstanding Employee Engagement’ award at the People in Law Awards 2020 in recognition of the firm’s proactive engagement with and commitment to its colleagues.**

DAC Beachcroft won the ‘Outstanding Employee Engagement’ award for its ‘A Life that Works’ campaign, which defined, communicated and reinforced its employer brand internally amongst colleagues and externally to support recruitment. The firm was recognised by the judges for its “end-to-end approach to employee engagement from concept, to execution and then impact”.

The virtual awards ceremony took place on 11 June 2020.

“Satisfied employees are our biggest advocates, particularly in an age of social media, in a crowded legal market where competition for good people is strong.” said Becky Male, Employer Brand & Engagement Manager at DAC Beachcroft. “We recognise that creating more engaged employees - employees who would naturally act as advocates and feel proud to work for the firm is hugely important.

“Winning this award is great recognition of our commitment to creating a place where talented people want to work, which is a core element of our People Strategy. We are clear about what sets us apart from other firms and we are focusing on this during our engagement journey: enabling the emotional connection for our colleagues and clarity for job seekers who might be considering DAC Beachcroft as a place to work.

“It also reinforces the firm’s ambition to be a rewarding place to work for all our colleagues and underpins our purpose to help our clients and our colleagues succeed, creating sustainable value. I am truly delighted that all of our hard work has been recognised in this way.”

The aim of the People in Law network, which organises the People in Law Awards, is to advance people management across the legal sector, with the purpose of the awards being to “recognise the very best people achievements” across the legal industry.

This award follows DAC Beachcroft’s win at the 2019 People in Law Awards (previously called the HR in Law Awards) for ‘Best CSR Initiative’ in recognition of its tripartite collaboration with the NHS and local schools to support youth volunteering in hospitals.

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