

# The steps & benefits of an international Great Place to Work program



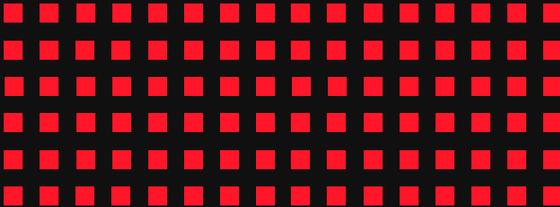
# Welcome to Great Place to Work

Our mission is contribute to a better world by increasing trust, pride and camaraderie within organizations. We believe that good employment is the way to create sustainable organization success. Every organization can be a great place to work for all, Great Place to Work® exists to make this happen.

Our dedicated and experienced consultants and project managers have the mission to support you and help you make this a successfull and smoothly run international project. We are based in 60 countries worldwide and working with the universal Great Place to Work For All model and methodology.



Discover the answers to the 7 Frequently Asked Questions!



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## About Great Place to Work

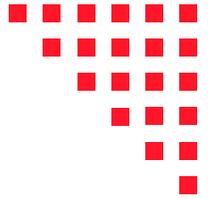
We know from more than 35 years of experience that trust serves as the foundation for good employership. But you don't just get trust; you have to build it. Through credible leadership, treating colleagues and employees with respect, and paying attention to every individual. That's how you build an inclusive and diverse organisation. A Great Place to Work For All.

- For 35 years we have been listening to employees;
- Offices in 60 countries;
- Certification is possible in any country worldwide;
- More than 20 years of the Fortune top 100 list in America;
- Almost 20 years in many countries in Europe and Latin America;
- Every year we examine 10.000 organizations, representing 12 million employees ;
- Regional lists in Latin America, Central America & Caribbean, Asia Pacific and Europe;
- World's Best Workplaces list since 2011.



Do you want to know more about  
Great Place to Work For All?

[Read the white paper!](#)

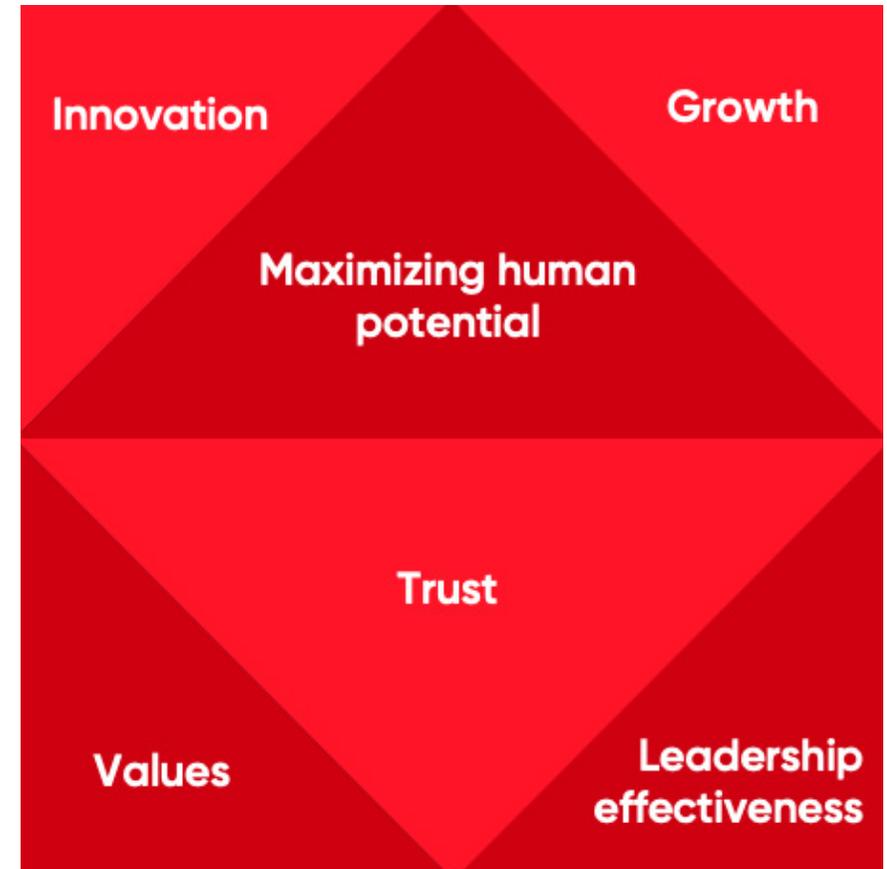


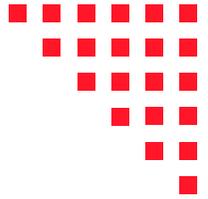
# Great Place to Work For All model

For 35 years, trust has served as the foundation of the Great Place to Work philosophy of good employership. From the employee's perspective, it offers a positive experience of work, and from the organisation's perspective it results in better results for the company.

However, over the past few years we've noticed that 'average' is not enough anymore. Because a good experience of work on average could mean that there are still (groups of) people who don't experience trust. So we've raised the standard, and we aim to strive towards organisations that are a Great Place to Work For All.

With meaningful values and good leadership, you can create an environment that puts trust first. That enables everyone to bring out the best in themselves, which leads to development and growth for your organisation.





# The results of trust

As an organisation, you strive for profit: financial profit, but also profit for your employees, customers and society as a whole. In a constantly changing society, you as an organisation need to keep innovating, display leadership and create a culture where everyone can make optimal use of their talents. When people can be themselves and trust their leaders and one another, there is a much larger chance that they will be willing and able to utilise their full potential. It also optimises the collaboration between individuals and departments. It creates a positive energy, innovation and focus.

People experience a high level of trust when they:

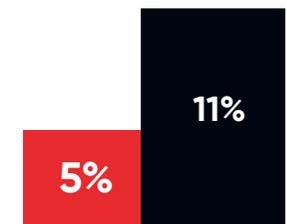
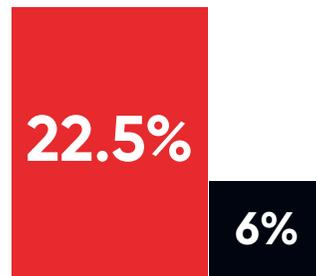
- Believe their leaders are credible (competent, communicative and honest)
- Believe they are being treated with respect as people and as professionals
- Believe the organisation is fair

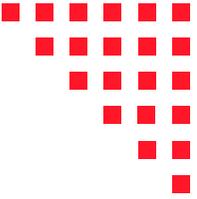
3.75 x higher revenue growth

1.65 x more applicants

2.2 x lower employee turnover

Great Place to Work measures trust at work using the employee survey (Trust Index). We observe major differences in results among organisations that score high in trust and those with lower scores.





# How can you measure trust?

The Great Place to Work surveys show how all of the employees experience their work (environment), and how they feel about their jobs. They offer insight into where opportunities lie for your organisation to continue developing. And they make you aware of the main issues that you should focus on to achieve your goals. Involving people creates a positive and safe atmosphere that facilitates improvements.



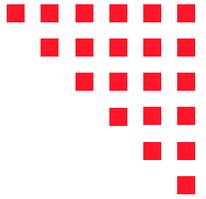
## Employee's perspective

The Trust Index employee survey measures the level of trust, pride and camaraderie. The questionnaire consists of 60 statements and two open questions.



## Management perspective

The Culture Audit employer survey provides insight into the strategic implementation of being a good employer.



# 5 reasons that differentiates us

## 1 Global methodology

Our employee survey model is based on trust, pride and camaraderie. Empirical research has shown that these three factors improve business performance and go beyond borders. In every country, we use the same questionnaire (available in all languages) for our employee survey. This enables the program to be conducted in an internationally consistent way. The reporting format will be the same in each country (customisation per country is still possible) and the results can be easily compared in our online reporting platform Waves.

## 2 Local consultancy

We specialise in helping organizations build high performance workplace cultures using our surveys and supporting organizations where they are in their transformation. We can coordinate the survey process from one country, but since we are located in 60 countries, we can increase the impact of the survey by doing local follow-up, like workshops and training, in the specific countries where you operate.

## 3 Benchmarks

With over 35 years of working with Best Workplaces of every size and in every sector, we are able to provide insights, benchmark possibilities and share best practices. Each country will receive a benchmark with the national Best Workplaces. It is also possible to create a specific benchmark where we compare the organisation with a specific industry/size of organization/region.

## 5 reasons that differentiates us

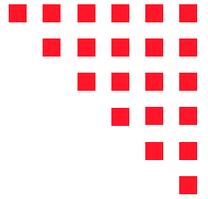
### 4 International recognition

Through our certification and Best Workplaces lists, we are able to provide recognition for your organization as a great place to work. Employer branding is crucial for containing and attracting new employees. We offer national as well as regional and global recognition.

### 5 Less time investment and lower costs

One Great Place to Work project team (a Customer Success Manager and a project manager) from one country will coordinate the project, so we can ensure that everything runs smoothly and efficiently. The project costs are lower because we can organise the survey from one system.





# International recognition

## National certification



### Requirements

- Trust Index: score of 70%\* or higher and the required response rate
- Culture Brief

Certification is possible in all countries around the world.

\* Required score differs per country.

## National Best Workplaces



### Requirements

- Certified
- Culture Audit

List participation is possible in 60 countries in which we have a Great Place to Work office.

## Regional Best Workplaces



### Requirements

- >1,000 employees in Europe
- >40% (or >1,000 employees) work in a country other than the headquarters.
- Being a Best Workplace on 3 or more national lists within Europe

## Worldwide Best Workplaces



### Requirements

- >5,000 employees worldwide
- >40% (or >5,000 employees) work in a country other than the head office.
- Being a Best Workplace on 5 or more national lists worldwide

# 3 steps towards a Great Place to Work

## STEP 1: Design & Communication

**Create commitment and energy** for the vision that good employership based on trust leads to success – starting with the organisation's leadership.

Draw up a **people strategy and plan** of what good employership looks like in your specific organisation. How do people treat one another? And which of your core values apply to that?

**Communicate** about the vision and involve everyone in the organisation. Set up a project group with a diverse group of people. And start drawing up a plan for the follow-up.

## STEP 2: Survey & Dialogue

**Ask your employees** what's going on in their work. Data provides insight into what your colleagues are thinking, to help you make targeted improvements.

Organise your **policy and programmes** in such a way that they increase trust.

**Talk to each other.** Enter into a dialogue based on the insights gained so far. In our experience, this can also be done online.

## STEP 3: Follow-up & Action!

**Embed the follow-up** of the results in existing meetings. Don't make it a separate activity.

**Celebrate successes**, even if they're preliminary! You learn from your success.

**Share with the outside world.** But this step will only have a real effect if you're actually a good employer.

# The optimal Great Place to Work process

## Step 1

### Design

- Commitment & energy
- Kick-off workshop for leadership
- Planning
- Follow-up process
- Communication
- Create a plan for compiling the Culture Audits

#### Extra consultancy options:

- Draw up people strategy and people plan
- Design the process
- Kick-off workshop for all employees

## Step 2

### Survey

- Trust Index
- Culture Briefs
- Culture Audits



*If your organisation meets the criteria within each country*

## Step 3

### (Local) follow-up

- Navigating through the results
- Results presentation
- Results workshop(s)
- Dialogue sessions
- Creating action plans
- Implementation of action plans
- Executing the activities

#### Extra consultancy options:

- Facilitating dialogues
- Train the trainer sessions
- Action planning workshop
- Team coaching
- Leadership coaching



*Number of companies on the list, the timing of the publication and categories differ per country.*

### Evaluation

- Objectives
- Process



## More frequent surveys?

You can also use pulse surveys in addition to the annual Trust Index. These surveys help you continuously monitor perceptions and evaluate activities over the course of the year.

# What can you expect from us?

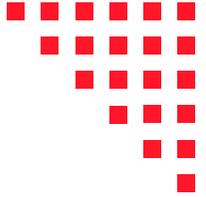
## How does participating benefit you?

- Insight into employees' perceptions of the main good employership factors;
- Guidance in talking with employees about areas of improvement;
- Increasing employee commitment and mutual trust;
- Better collaboration and more energetic employees;
- Improved results, including less sick leave and higher productivity;
- Structure, guidance and guidelines for development of leadership and the organisation;
- A positive starting point for becoming a better employer;
- A stronger employer brand.

## What do we offer?

- A committed team that prioritises personal contact and short lines of communication;
- An empirically grounded questionnaire;
- A network of enthusiastic organisations we can introduce you to;
- National and international benchmarks and best practices;
- A high-quality certification label and the Best Workplaces list.





# Investment

The investment for an international Great Place to Work program depends on several factors. For this reason, we will always create a tailored proposal.

To make this a smoother process it would be great if you can share an overview with:

- Number of employees, in total and per country;
- The participating countries;
- The languages that need to be included in the employee survey;
- The countries that want to participate for certification and for the national Best Workplaces list;
- If you are interested in consultancy and workshops prior to and after the survey.

You can **book a call** with Wencke at a day and time that suits you the best. During this call you can discuss your ambitions, goals and share the information stated above.



**Wencke Ester-Lorber**

Commercial Director

Great Place to Work the Netherlands



Ready to get started?

Schedule an online introduction  
with Wencke!

## Testimonials

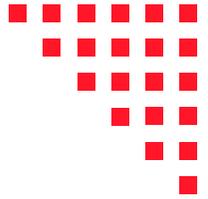
"Lloyds Bank aims to be the 'Best Bank for Customers'; a mission we live and breathe for our external customer on a daily basis year in-year out. But are we 'the best employer for our employees'? is the question management asked themselves a couple of years ago. In order to explore this further we decided to participate in the Great Place to Work survey. The survey has provided us insight in the level of trust our employees have in the organisation, its management and the culture in general. Since we have participated in the survey, we are better aware of what is important to our colleagues, listen to colleagues at all levels of the organisation, share business ideas and above all celebrating special moments and creating memories together."



**LLOYDS BANK**



"Participating with Great Place to Work teaches us what it takes to be that good employer. And that it is important that you share this vision in all different layers of the organization. We have wanted to be the best employer for a long time. How can you arrange it for your people in such a way that DHL is the place they want to work? With Great Place to Work we have been able to take future steps and make good employership more top of mind within the organization. Every manager is also more involved in it in his or her own way. We focus on what people need and we do everything in our power to do the right things."



## Testimonials

"At Mars the Netherlands we have very strong consumer brands in our portfolio, but we also strive for good employment. The second place that we achieved on the list of Great Place to Work® this year is our own employees' acknowledgment that we are a 'great place to work'. But the Great Place to Work® logo also gives us that acknowledgment in attracting talent. For us, our ranking on the list is twofold: first of all, our employees show – internally as well as externally – that they are proud about Mars. And lastly, Mars is already known by job-seekers, but we are more and more seen as a potential employer!"

**MARS**



**THE ADECCO GROUP**

"Happy employees, happy customers. Or, as Simon Sinek states: Customers will never love your company until the employees love it first. That is why the GPTW survey matters. It shows us how we perform in that respect, what people's views are of us and how we can make a difference with each other. The survey is an important yearly indicator, that we add on to with our own regular polls with the aim to go deeper into the subject and to improve."



Discover the World's Best  
Multinational Workplaces

[View the list of 2021](#)

**"If you are not maximizing the human potential in your organization – getting the most from everyone – you cannot realize the full potential of your business."**

- Michael C. Bush, Global CEO Great Place to Work

