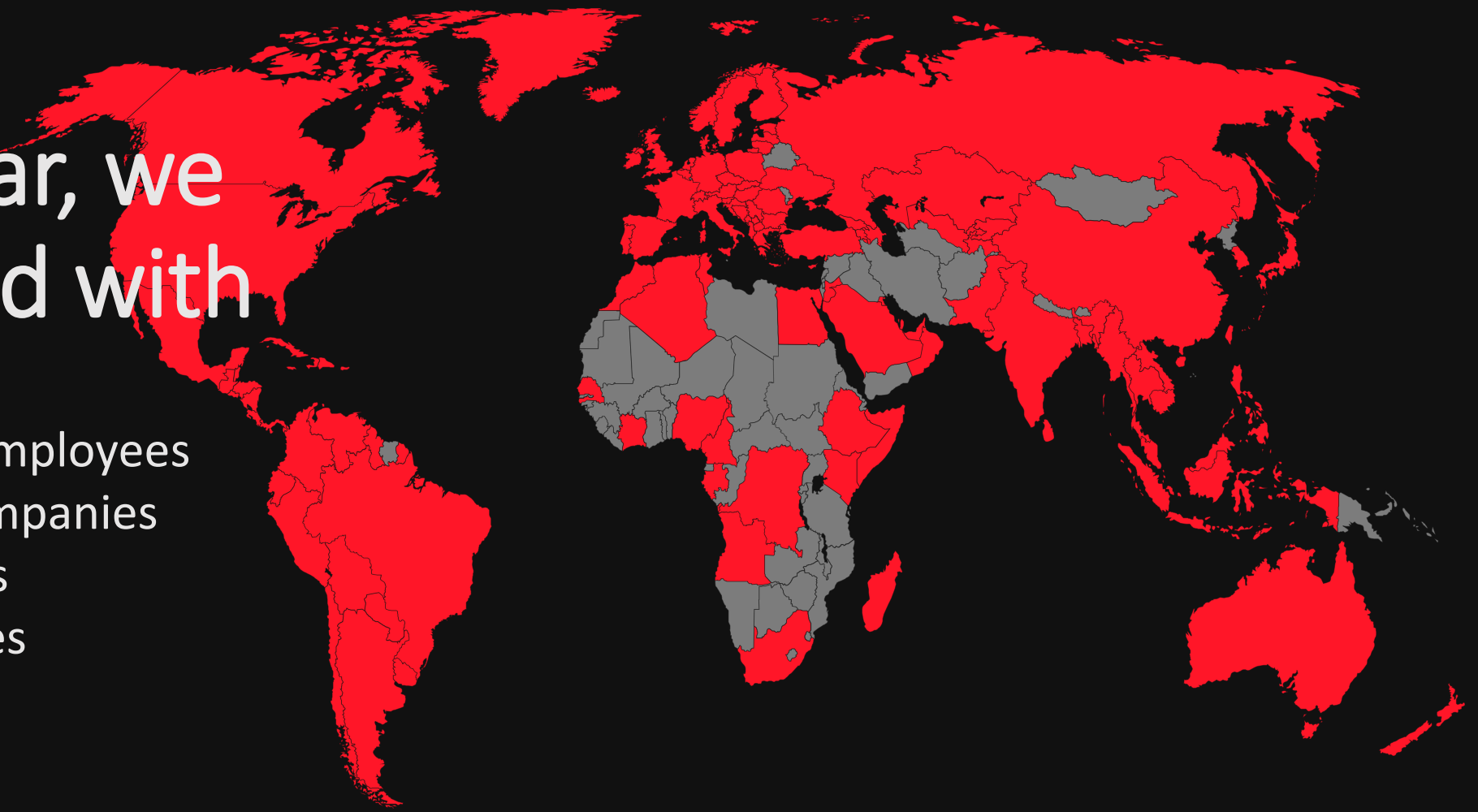


Creating a Great Place to Work

How to build trust, track the employee experience and earn recognition

Last year, we engaged with



- 12 million employees
- 20,000+ Companies
- 97 Countries
- 92 Languages

Best Workplaces™ Journey



1. Survey Employees

Select a 2-week period to launch the Trust Index© survey, our research-backed employee experience survey.



2. Culture Audit or Brief

S/M/L businesses: **Culture Brief Only** submit basic info about the organisation.

SL businesses**: CA & CB**: identify key insights into the organization's people practices and policies.



3. Get Certified

Organisations entering the Best Workplaces programme will be Great Place to Work-certified™ when their Trust Index results are **65 % or higher.**



4. UK Best Workplaces Lists & Publications

Meet the specific threshold for your size category to be a Best Workplace.

Your Journey to Best Workplaces™ Recognition in 4-steps



Our Methodology

Employee Survey

Employees' opinion of workplace

Culture Audit©

Management's policies & practices



60 core Questions: close statement style

6 Questions: essay style with 4K word max per each

Validate Your Success

Validate Your Employee Experience

Great Place To Work. Certified JAN 2020–JAN 2021 UK

Best Workplaces™ Great Place To Work. UK 2024

Best Workplaces™ For Wellbeing Great Place To Work. UK 2024

Best Workplaces™ for Women Great Place To Work. UK 2023

Best Workplaces™ in Consulting & Professional Services Great Place To Work. UK 2023

Best Workplaces™ in Financial Services & Insurance Great Place To Work. UK 2023

Best Workplaces™ in Tech Great Place To Work. UK 2023



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List Eligibility Criteria



- Be in the top 100 of GPTW Certified organisations based on survey scores



- 65% Score on Wellbeing survey questions



- 1 Female represented at the top level of leadership
- 20% of Line managers need to be female
- Must have at least 10 females in the organisation

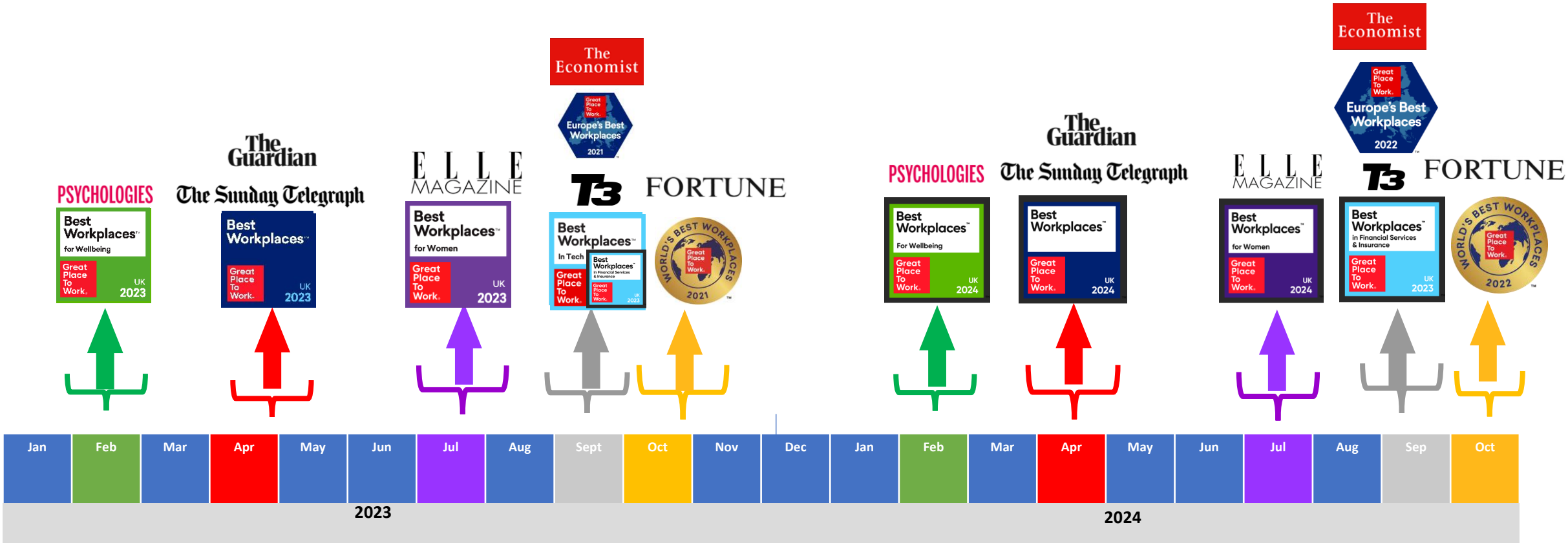


Work in any of these sectors to be eligible for the list



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Timelines: Awards & Publications 2023/2024



12 Months of Recognition

Publication & Great Profiles

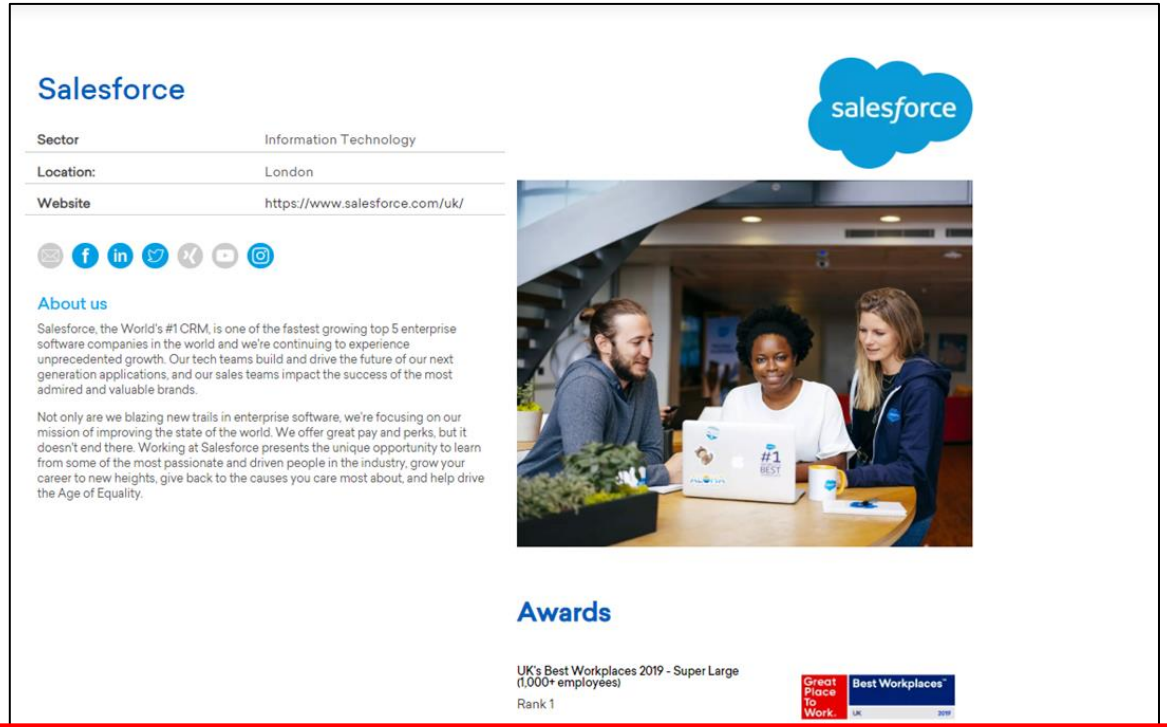
We publish the ranking of Best Workplaces™ in our annual special report, which is distributed through national key press. We also publish supplementary reports for our other Best Workplace™ lists

List Publications



Combined global reach
+2.3M circulation/readership

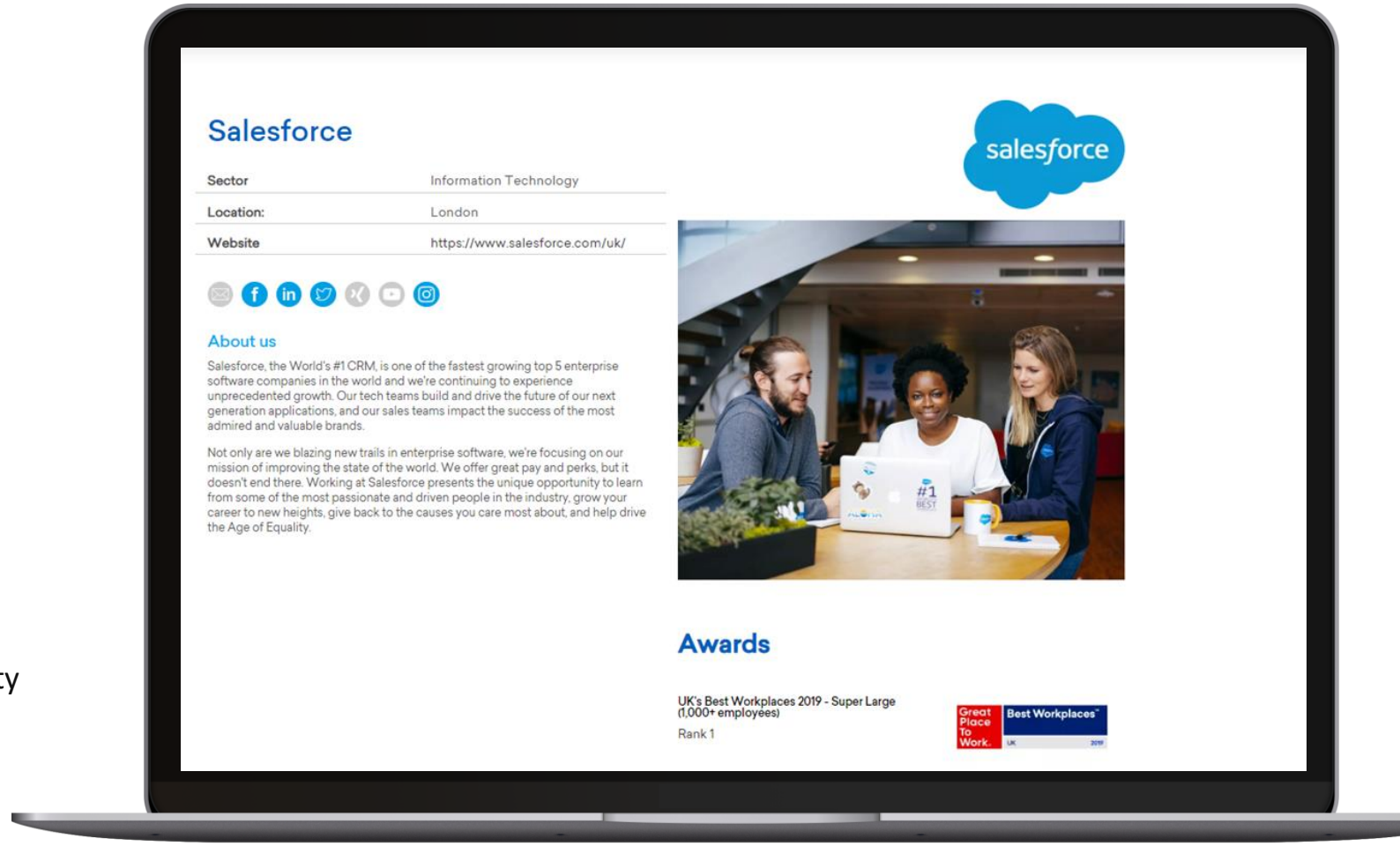
Online Great Profiles



Our Great Profiles enable organisations to highlight their unique culture traits to future candidates

Amplify your Certification

- Certified Great Place to Work Badge *immediate use*
- Social media toolkits
- PR and Email templates
- Online profile on GPTW
- Promotion across social channels
- Global ‘Certification Nation’ Day publicity



Recognition



Celebrating your success

- Best Workplaces Virtual and Live Awards/List Reveals
- Best Workplaces luncheons and thought leadership events
- Sector Best Workplaces (partnerships with various sector events, media, publications and bodies to promote your achievement)



Consulting Feedback Presentation

An objective specialist view on your results with directions on next steps, delivered onsite to your Senior Team. The session content includes:

Introduction

- Why engagement matters – the business case
- The Great Place to Work® Model
- Survey background

Executive summary

Employees' views in detail

- High level results
- Comparisons by dimension
- Historical and multiple benchmark comparisons
- Key outcome measures
- Relative strengths
- Areas of focus
- Statements with high neutral and negative views
- Demographic analysis

Recommendations



Additional Services

- **Alignment Workshop** to orientate managers pre survey around the rationale, content and process of the survey

- Advanced statistical analysis – **Key Drivers** to identify the statements that have the strongest association with engagement (100+ responses required). **Segmentation** consists of dividing your workforce into distinct groups that share common characteristics

- **Manager access** to Emprising as restricted users, to interrogate results & take action at a local level – location/function/team/department etc.

- **Half day Action Planning Session** (train the trainer) to support managers with a culture of change

- **Wellbeing Workshops** – For line managers, senior leadership/ HR leaders or wellbeing 'champions' designed as an upskilling intervention via the content. The sessions cover topics such as Resilience & Teamwork when virtually working, Stress Management in a culture of wellbeing or can include bespoke content (2-4 hours dependent on content).

- **Focus Groups** to explore 'hot topics' in further detail

- **Executive Coaching:**
  - Intro session: 1hr planning and scoping call with HRD/Project Sponsor
  - 5 x coaching sessions: For each coachee (person being coached) - up to 90 min virtual sessions
  - Debrief: Wrap up with HRD/Project Sponsor

- The GPTW® Headline Results Video – To communicate the results of the List eligible assessment to employees



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Package Comparison Summary:

Assess

One-time Great Place to Work® Certification™

Best Workplaces List eligible assessment & all list eligibility ***** Excluding the Wellbeing List.*****

Looking for a platform to gather employee insights with limited and restricted insight

Self-administered (no dedicated Customer Success Manager)

Analyze

One-time Great Place to Work® Certification™ / Best Workplaces eligibility in the UK & additional Best Workplace insights

Powerful results module providing focused insights:

- ✓ Results by statement, heat-mapping, demographic data slices
- ✓ Downloadable reports including detailed Excel reports, verbatim employee comments and custom data sets
- ✓ Restricted & Super User access for managers to interrogate results & take actions

Some customization w/ additional statements demographics and open-ended questions.

45 minute results overview with a GPTW consultant who will benchmark your results and provide performance feedback

Accelerate

All data insights provided in the 'Analyze' package, plus:

Global recognition and certification. Ability to survey employees multiple countries.

Unlimited pulse and bespoke surveys and dedicated year-round support from our Customer Success team

Ability to pre-code employee data files for deeper analytics

Advanced statistical analysis and a GPTW executive consultant debrief; walking your leadership team through the results and focus areas

- ✓ Analysis of functions/departments/locations with 100+ Responses to identify the levers that will have the largest impact on the employee experience within these granular operations.

Programme Benefits

- **Higher Profitability:**
Best Workplaces consistently outperform the market by 2%- 3% a year

- **Higher Customer Growth**:
Best Workplaces have a 13% annual growth rate against UK national average

- **Higher Employee Retention**:
Best Workplaces report a 5% employee churn rate in against the UK National average of 19%

- **Higher Customer Retention**:
Best Workplaces have customer retention rates at 88%

- **Less Absenteeism**:
Best Workplaces report that their employees take less than 2 days of sick time annually

- **Attract Talent**:
Best Workplaces report 40% more applications per job opening



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We deliver the brand power to attract the right people - and the tools to unlock their potential



Our **recognition** uniquely elevates your brand to attract the most talented, diverse, and purpose-aligned employees

Our survey and benchmarking **tools and workshops** enable great cultures that retain and develop all people.


Adobe
Checkatrade
citrix
Red Hat
HELLO FRESH
CISCO
salesforce
accenture
L&Q
Santander
Admiral
NWG
living water
Places for People
Marshall
Principality
Building Society
Cymdeithas Adeiladu
Deloitte.
Hafod
Choice Support
experian
DHL
McCARTHY STONE
Life, well lived
BUUK
infrastructure
The Sovini Group
cadence
Hilton
SIEMENS
Healthineers
Verisk


Great Place To Work®
Become Great.