

Great Place To Work®

Certification & Best Workplaces

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**Best
Workplaces™**

**Great
Place
To
Work®**

**NEDERLAND
2024**

TM





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Recruitment challenges and high employee turnover?

Attracting new talent and (perhaps more importantly) retaining it for a longer period of time is more difficult than ever.

Labor market tightness will continue to be a major theme for HR professionals in 2025. Jobs are up for grabs and applicants are highly selective. Is your employer brand still distinctive enough?

Great Place To Work recognizes good workplaces through certification and the Best Workplaces list. This shows that you are a good (maybe even the best?) employer and reinforces your employer brand from the inside out. For new talent, as well as your current team.

- ✓ Independent recognition
- ✓ Based on feedback of your own employees
- ✓ Earned, not bought



Why Great Place To Work?

Being recognized as a great place to work or even best workplace results in a stronger employer brand. This makes your organization an attractive place to work, not only for new talent, but also for your current employees.

Organizations with a strong employer brand:

- ✓ Attract talent more easily
- ✓ Manage to retain employees
- ✓ Save time, money and effort on recruitment and selection
- ✓ Retain valuable knowledge and experience
- ✓ Benefit from their employees as proud ambassadors for their organization

Therefore, being a great place to work could just be the deciding factor in whether or not an applicant chooses your organization. We also know that job seekers are increasingly consulting our database of certified organizations in their search for a new employer.

Whilst getting recognition for being a good employer is the icing on the cake, it is not the only or most important goal of participating in Great Place To Work.

After all, participating means investing in a culture of trust. That may sound vague, but for more than 30 years we have known that such a culture leads to (measurably) better business results.

For example, organizations that score high on trust generate more revenue, grow faster in headcount and are more productive and innovative, outperforming their competitors.

In short, participating in Great Place To Work not only creates a stronger employer brand, but also an organizational culture that leads to better results.



"Participating in Great Place To Work makes our organization an attractive employer. It sets us apart from the rest. Especially in a tight labor market, being a great place to work is extra valuable."

■ Mirella Lenters
Manager at HLB Blömer

Certification

Conducting our employee survey is the first step toward achieving Great Place To Work certification. This survey is called the Trust Index and it forms the basis of certification. This means that certification is 100% based on feedback from your employees. In other words, the certificate is not for sale.

The Trust Index measures trust, pride and camaraderie in your organization. It tells you what your employees think is going well and what could be improved. With these insights you can work towards a better culture.

The Trust Index consists of 60 statements and 2 open questions. Based on the answers of your employees, you can achieve a score between 0 and 100%.

Certification is possible as of 10 employees. You can register your organization at any time during the year. The Great Place To Work-Certified™ title is valid for 1 year.

[Get Certified](#)

These are the conditions

1

A Trust Index score of 70% or higher

The most important requirement for certification is a score of 70% or higher on the employee survey.

2

Minimum response rate based on organization size

This ensures that your score is a reliable reflection of the experience of all employees in your organization. So not just from that one fun department. Everyone's voice counts.

3

Culture Brief™

In the Culture Brief, we ask for general and quantitative data about your organization, such as industry, year of founding and number of employees.

Not certified? No worries!

Let's get to work! Many organizations choose Great Place To Work because of its certification. This makes sense, because it reinforces your employer brand.

However, achieving the certificate can also be a barrier. Because what if you don't reach that score of 70%?

The Trust Index tells you where you can improve and provides practical tools to get started. This way you know exactly what you can work on to achieve that certificate.

Of course you do not have to do this all by yourself, your Customer Success Manager will help you on your way. We also have in-house Culture Coaches and Consultants who can support you during the cultural development you will be going through.

Moreover, you will not only gain insight into areas for improvement, but you will also discover what is already going well. Therefore, any score lower than 70% is not a loss, but an opportunity to build a strong organizational culture in a focused way.

By the way, did you know that an average organization in the Netherlands scores 58% on the Trust Index?

A score of 70% or higher to be certified is really an achievement. And this is achievable for organization as well.

We do not disclose which organizations did not achieve the certificate.

What you'll receive as a certified organization

1

Bamboo certificate

You will be sent a sustainable certificate made of bamboo.
Will you give it a nice spot?

2

Badge

Use the Certified™-badge in all your internal and external communication.

3

Online toolkit

In the online toolkit, you will find tips and templates to share that your organization is a great place to work.

4

Company profile


A company profile is your business card on our website and is seen by potential new employees.

5

Visibility on LinkedIn

Every month, we share which organizations have earned the title of Great Place To Work-Certified™ on LinkedIn.



A woman with short brown hair, wearing glasses and a dark grey patterned blouse, is smiling and holding a wooden award plaque. The plaque has the text "Best Workplaces" and "Alzheimer Nederland" on it. The background shows a city street with trees and buildings.

"Being a Best Workplace
makes it easy for us to fill
vacancies."



Gerjoke Wilmink

Managing Director at Alzheimer Nederland

Best Workplaces™

In addition to certification, we annually announce the best employers in the Netherlands: the Best Workplaces. Only certified organizations stand a chance of earning this exclusive title.

The list of Best Workplaces consists of various categories based on organization size. The ranking is based on the Great Place To Work For All formula.

Certified organizations automatically stand a chance of making the list. Organizations with 500 or more employees must also write a Culture Audit™ to participate. The Culture Audit provides insight into an organization's culture and counts in the ranking.

Organizations with offices outside the Netherlands can also be recognized internationally as a best employer.

In 2024, we introduced a new list in the Netherlands: the Best Workplaces for Women.

[Sign up for 2025](#)

These are the conditions

1

A minimum of 20 employees

To compete in the Best Workplaces, there must be a minimum of 20 employees working at your organization.

2

Certification

Only certified organizations have a chance to win a spot on the Best Workplaces list.

3

Culture Audit (only for large organizations)

The Culture Audit consists of 5 open-ended questions and 1 optional question about your organization's culture.

What you'll receive as a best workplace

1

Event

Every year we go all out with our Best Workplaces event. Because these organizations deserve a stage!

2

Award

Of course, you won't go home empty-handed! During the Best Workplaces event, each winner will receive an award.

3

Logo

Use the Best Workplaces logo in all your internal and external communication.

4

Online toolkit

In the online toolkit, you will find tips and templates to share that your organization is a best workplace.

5

Visibility

We dedicate an extensive campaign to the Best Workplaces. This means extra visibility for your organization.



Packages

All packages are based on the Trust Index. Each package allows you to get certified and compete in the Best Workplaces. There are no additional costs associated with this.

The differences between the packages are in:

- The degree of insight into the results of the Trust Index
- The degree of guidance you get from us
- The possibility to make use of extra options (e.g. adding your own questions)

Calculate your investment

Discover which package suits your organization best and get an indication of the investment per year and the cost savings that participation can yield.

Calculate your investment

Part of the package	Assess	Analyze	Accelerate
Certification and Best Workplaces	✓	✓	✓
First impression	✓	✓	✓
100% insight	-	✓	✓
Filter and compare results	-	✓	✓
Manager access	-	✓	✓
Customer Success Manager	-	✓	✓
Onboarding	-	✓	✓
Results review	-	✓	✓
Add own questions	-	✓	✓
Pulse surveys	-	-	✓
Invitation via QR-code or login page	-	-	✓
International survey	-	-	✓
Pre-specify organizational structure	-	-	✓

Roadmap

1

Introduction

Schedule a non-binding introductory consultation with one of our experts.

2

Preparation

You will arrange all the practical matters related to the survey and set your goals.

3

Survey

Once the employee survey is sent out, it will be open for 2 weeks.

4

Certification

Immediately after closing, you can view the results online and find out if your organization is certified.

5

Celebrate!

You get access to the badge and templates to share that your organization is Great Place To Work-Certified!

Let's meet!



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[Book an appointment](#)



About Great Place To Work

Great Place To Work is a survey and consultancy firm and the global authority on workplace culture.

Our mission? Everyone deserves a great workplace. That's why Great Place To Work helps organizations build a culture of trust.

That may sound vague, but for more than 30 years we've known that trust is the secret to successful organizations. Employers who invest in trust generate more revenue, attract talent more easily and manage to retain their employees.

Being a good employer is therefore not about parties, an office dog or ping pong tables. It's about a culture of trust.

Let's meet!

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