

Great Place To Work®

Certified & Best Workplaces



'So long, ping pong'

"It's about parties and ping pong tables, right?" Many people still have this association with good employership. But nothing could be further from the truth. Sure, parties and gifts can be a nice token of appreciation. Yet the foundation of what makes your organization a good employer and how it stays that way lies elsewhere. Namely: a culture of trust.

Through certification and the Best Workplaces Awards, we recognize organizations that, according to their employees, have built a great place to work culture. Such a culture is based on trust, pride and fun. The Trust Index™ survey forms the basis of both certification and the Best Workplaces. This always gives you insight into where you stand as an organization, whether or not you are certified.



→ Watch the video in which our colleague Nienke explains our certification

01

Great Place To Work-Certified™

- ✓ What are the criteria?
- ✓ What do you receive?
- ✓ What if you don't make it?
- ✓ What are the benefits?

02

Best Workplaces™ Awards

- ✓ What are the criteria?
- ✓ What do you receive?
- ✓ What if you don't make it?
- ✓ What are the benefits?

03

Investment

04

Roadmap

This is how certification works

1. Free consult

Schedule a free consultation with one of our experts.

2. Collaboration proposal

You receive a collaboration proposal based on the package that best fits your organization and goals.

3. Start date

After signing the proposal you schedule a start date for the employee survey.

4. Employee survey

The survey is open for two weeks.

5. Certification

When you meet the criteria, you are Great Place To Work-Certified™ for one year.

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Are you losing the battle for top talent?

Attracting and (more importantly) retaining new talent is harder than ever. The historic tightness in the labor market means that jobs are there for the taking, and applicants have the luxury of being selective. How do you differentiate yourself from your competitors?

Get started on being a good employer and strengthen your employer brand from within with our certificate.

Click the red button below to start the certification process and schedule a free online consultation with one of our experts.

- ✓ Personal advice
- ✓ Free and non-binding
- ✓ At your convenience

[Plan a free consult](#)



Got a question or comment? Give us a call or send an email:

Phone: [020 260 06 94](tel:0202600694)

Email: NL_info@greatplacetowork.com



Great Place To Work- Certified

Great Place To Work-Certified

The Great Place To Work certification is based on the Trust Index employee survey. This research consists of a questionnaire of 60 statements. This questionnaire measures five universal values: credibility, respect, honesty, pride and camaraderie.

Your organization is certified with a score of 70% or higher on the Trust Index. In addition, you must complete and submit the Culture Brief™ and achieve the required response (based on the number of employees). The Culture Brief is a document in which we ask for quantitative data about your organization.

Participation in the survey always offers your organization insight into where you stand as an employer. What's going well? And what could be better? You do this on the basis of propositions that are distributed annually to 10,000 organizations worldwide. This way you can be sure that you are requesting the right themes, regardless of whether or not your organization is certified.



Great Place To Work-Certified

What are the criteria?

01 Trust Index of 70% or higher

The first condition is an average score of 70% or higher on the Trust Index. This survey measures the level of trust, pride and joy in your organization.

02 Response

To ensure that the score is a good representation of your organization, you must achieve a certain response. We determine the level of the response based on the number of employees.

03 Culture Brief

The Culture Brief is a document in which we ask for quantitative data about your organization, such as absence, training hours and the number of applicants.

Great Place To Work-Certified

What do you receive?

01 Logo and certificate

The Great Place To Work-Certified logo is valid for one year. You'll receive the logo in various extensions for internal and external use. You'll also receive a sustainable certificate made from bamboo.

02 Toolkit

In our online toolkit you'll find tips and templates for internal and external communication of your certification. Use this to strengthen your organization's employer brand.

03 Employer page and social post

Your organization will have its own page on our website. We also share your certification on our LinkedIn channel.

What if you don't make it?

On average, an organization in the Netherlands scores 58% on the Trust Index. Achieving a score of 70% or higher is therefore a real achievement. Moreover, a score lower than 70% is not a loss, but a starting point to work on your organizational culture. We don't publish which organizations score lower than 70%.

Do you find it exciting to participate in certification, because you think that your organization does not yet score high enough? Then start with a zero measurement. This measurement provides insight into how your organization currently scores, so that you can get started with the right themes.

We often see that blind spots arise when organizations measure this themselves. Suppose you think that a low score is due to educational opportunities, but it turns out that it is really about communication. Then you lose time, money and ultimately your employees. A baseline measurement provides the right insights to work together on the points for improvement. Don't forget to celebrate what is already going well!

→ [More insights in our research report "Culture of mediocrity in the Dutch workplace"](#)

Great Place To Work®

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58%

**The average Trust Index
score of an organization in
the Netherlands**

Great Place To Work Certified

What are the benefits?

01 Useful insights

Participating in the Trust Index always gives you insight into what is going on. What's going well? And what could be better? It doesn't matter what score you get: you discover what your employees think and you can get to work.

02 Internal ambassadors

Because the research forms the basis of the certification (and not, for example, an evaluation of the policy), you work on your employer brand from the inside out. Involve your employees in the research to create internal ambassadors.

03 Job market communication

In times of tightness on the job market, you have to stand out as an employer. Our logo strengthens your job market communication. It shows that your organization, assessed by an independent party, meets the criteria for being a good employer.

"The Great Place To Work survey always gives us new insights into our organization. The fact that the process returns every year is very nice, so that you can see what your actions have yielded. Great Place To Work also strengthens our brand externally in the field of marketing and recruitment. It's important that the Great Place To Work certification strengthens our job market communication in a way that is really close to ourselves. In addition, I think it's strong for our customers to receive this certification. If you take good care of your people as a consultancy party, then that also has value for the organizations you work with."



Sebastiaan Sloos
COO at Whyellow



Martijn de Coninck
Board member at McCoy & Partners



Best Workplaces

Awards

Best Workplaces Awards

The Best Workplaces Awards are presented each year to the highest scoring certified organizations. With this recognition we offer an extra platform to organizations that really make a difference in the field of employment in the Netherlands.

The list of Best Workplaces consists of a selection of organizations per category:

- Small: 20 to 49 employees
- Medium: 50 to 500 employees
- Large: 500 or more employees

When determining the selection, we look at a culture of trust, maximizing everyone's potential, effective leadership, innovative strength and meaningful values.

→ [Watch the aftermovie of 'Walk Your Talk' - Best Workplaces Awards 2023](#)



Best Workplaces

What are the criteria?

01 Great Place To Work-Certified

To participate in the Best Workplaces, your organization must be Certified.

02 Culture Audit™

Does your organization qualify as large organization? Then you also write a Culture Audit. This is a questionnaire with 5 open questions about your organizational culture.

03 Selection per category

Not every organization receives a Best Workplaces Award. In 2023, there were 40 Best Workplaces of the 225 certified organizations.

Best Workplaces

What do you receive?

01 Logo and certificate

The Best Workplace logo is valid for one year. You'll receive the logo in various extensions for internal and external use. You'll also receive a physical Best Workplace Award.

02 Toolkit

In our online toolkit you'll find tips and templates for internal and external communication. Use the award to strengthen the employer brand of your organization even more.

03 Media attention

We pay a lot of attention to the Best Workplaces Awards. We do this in the form of an event, publications, PR and social media attention. The event is different every year. All of this gives your organization extra visibility.

What if you don't make it?

In 2023, only 40 organizations were among the Best Workplaces. These organizations are a select group of employers who, according to their own employees, score high on trust, pride and fun.

In 2023, 18% of the certified organizations achieved a place at the Best Workplaces Awards. Therefore, it's possible that your organization doesn't make the list.

Of course, you can still pay attention to your certification and strive for a better work environment and higher Trust Index scores throughout the year.

→ [Curious about the Best Workplaces of 2023? Check out the list!](#)

40

The number of Best Workplaces
in the Netherlands in 2023

Best Workplaces Awards

What are the benefits?

01 Additional moment to celebrate

The presentation of the award is an extra moment to celebrate the culture of your organization. We always involve your employees in the event, so that you can celebrate this achievement together.

02 Boost employer branding

The award gives a boost to your employer branding. We pay a lot of attention to your organization before, during and after the event. So you stand out extra, and that may be a reason why applicants specifically apply to your organization.

03 PR

Before and after the Best Workplaces, we use PR to create extra visibility. This attention increases your brand awareness as an organization and strengthens your reputation for customers and suppliers.

"The fact that we were named the best employer in the Netherlands for the third time in a row this year is really the icing on the cake. After all, this shows that our employees really experience the core values within the organization."

Britt Breure

Directeur HR & CSR at
AFAS Software

Great Place To Work.
Certified & Best Workplaces



The label is
not for sale.

most popular

Packages

The Trust Index forms the basis of all packages. The difference between the packages lies in the degree of insight and the guidance you receive from us.

The main difference between Assess and Analyze is the level of insight and the guidance you receive.

The main difference between Analyze and Accelerate is the ability to perform unlimited pulse surveys.

With each package you can become certified (from 10 employees) and participate in the Best Workplaces (from 20 employees). No additional investment is required for this.

→ Here you'll find all prices per scale of the number of employees

Great Place To Work®
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Survey

Insights into the results

Guidance

Part of the package	Assess	Analyze	Accelerate
Trust Index	✓	✓	✓
Culture Brief	✓	✓	✓
Invitation via QR code or login page	-	-	✓
Results in outline	✓	✓	✓
Detailed results (incl. manager access)	-	✓	✓
Benchmarks	-	✓	✓
Own additional questions	-	✓	✓
Pulse surveys (unlimited)	-	-	✓
Online guidance	✓	✓	✓
Customer Success Manager	-	✓	✓
Onboarding	-	✓	✓
Navigation through the results	-	✓	✓

Roadmap

2024

Registration

Before we can really get started, you need to register your organization.

Here's how it works:

1. Schedule a free consultation with an expert.
2. You will receive a collaboration proposal based on the package that best fits your organization and goals.
3. You sign the proposal and then schedule a start date for the Trust Index.

[Book a consultation](#)

Time investment

The Trust Index employee survey forms the basis of our certification. The process (from start to certification) takes about 7 weeks. The first step is an online introduction to discuss your organization's ambitions and challenges.

This is followed by the preparation for the survey. This takes about four weeks. The more time and attention you spend prior to the survey, the more involvement there will be in completing the questionnaire and following up on the results.

The survey will be open for two weeks. During this time you can share updates on the response rate. Within a week, you'll receive the results in our online platform Emprising. You'll also hear immediately if your organization is Great Place To Work-Certified.

After the results, it's time to engage with each other and to create action plans based on the survey results.

Organizations that start the Trust Index employee survey no later than the end of February 2024 can compete for Best Workplaces 2024.

Sample planning

Introduction

Start journey

- ✓ Online onboarding

Preparation

± 4 weeks

- ✓ Internal communication
- ✓ Set up survey in Emprising*

Survey

2 weeks

- ✓ Trust Index survey
- ✓ Submit Culture Brief

Results

Immediately after survey closes

- ✓ Closing Trust Index survey
- ✓ Results are visible in Emprising
- ✓ Whether or not Great Place To Work- Certified

Follow-up

2 to 8 months

- ✓ Navigation through the results
- ✓ Following up the results

[Discover the roadmap 2024](#)



About Great Place To Work

Great Place To Work helps organizations create a culture of trust. We do this using the Trust Index, the employee survey we use to measure trust, pride and joy. Every year, we conduct this employee survey in more than 10,000 organizations worldwide.

We believe that trust is the basis for better individual performance, better team performance and better business results. Growth and innovation then follow naturally.

Our philosophy is based on more than 30 years of experience in 60 different countries.

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Great Place To Work®

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