

Great Place To Work_®

Steps & Benefits of an International Great Place To Work Program

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01 Introduction Every organization can be a great place to work For All[™]. Great Place About us To Work helps organizations create a culture of trust. We do this using the Trust Index, the employee survey we use to measure trust, 02 pride and joy. Great Place To Wo We believe that trust is the basis for better individual performance, model better team performance and better business results. Growth and innovation then follow naturally. 03 Our philosophy is based on more than 30 years of experience in 60 Why we are differe different countries. Our dedicated and experienced team is here to support you and help you make this a successful international 04

In this whitepaper, you'll discover the steps and benefits of an international Great Place To Work program.

International emple

Great Place To Work®

project.

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About us

From more than 30 years of experience, we know 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 everyone.

That's how you build an inclusive and diverse organization. A Great Place To Work For All.

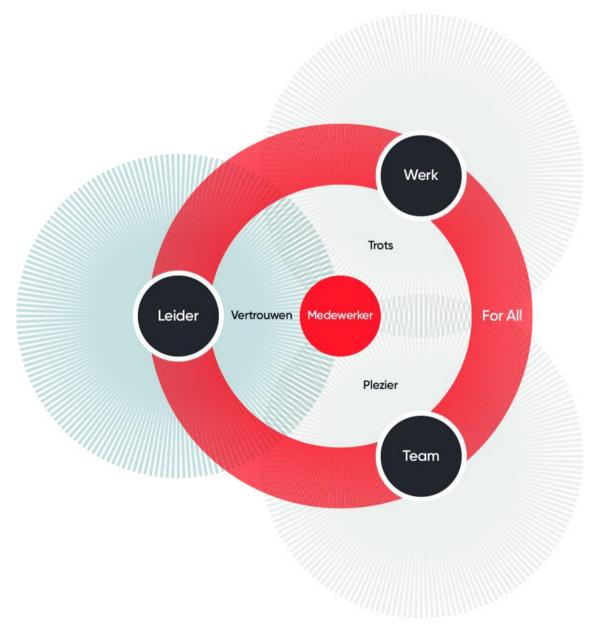
- Offices in 60 countries
- Certification is possible in any country worldwide
- More than 20 years of the Fortune top 100 list in the US
- Almost 20 years in many countries in Europe and Latin America
- Regional lists in Latin America, Central America & Caribbean, Asia Pacific and Europe
- World's Best Workplaces[™] list since 2011

• For 30 years we have been listening to employees

- Every year we examine more than 10.000 organizations,
 - representing millions of employees

Great Place To Work For All model

A great workplace is one where employees trust the people they work for, have pride in the work they do, and enjoy the people they work with. And that experience must be consistent for every employee, no matter who they are, what they do, or where they work.



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1. Trust in your leaders

Trust between employees and leaders is the foundation of a great employee experience. Leaders build high levels of trust through consistent demonstration of credibility, respect, and fairness for their employees.

2. Pride in your work

Employees at great workplaces are proud of their work and their company. When employees feel they make a difference and that their work is more than a job, it creates a deeper sense of meaning and purpose in their work, leading to higher levels of morale and motivation.

3. Camaraderie in your team

Employees at great workplaces often describe their colleagues as friends or "like family". These strong connections between and among co-workers lead to a sense of belonging to each other and the organization.

4. For All

A great employee experience is consistently and universally excellent, encompassing everyone in the organization, irrespective of their role, background, or time spent at the organization. For All means everyone.

The profit of trust

As an organization, you strive for profit: financial profit, profit for your employees, your customers and society. In a constantly changing society, as an organization you must continue to innovate, show leadership and create a culture in which everyone can use their talents to their best advantage.

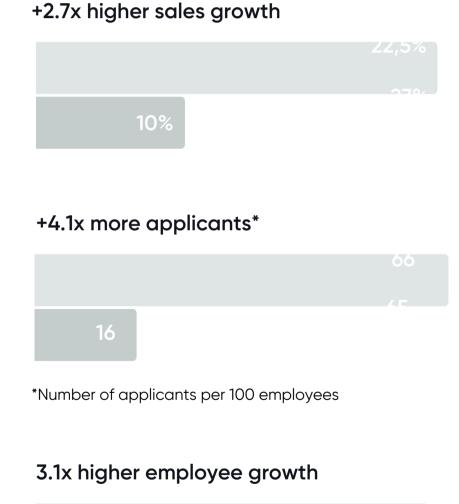
When people can be themselves and trust each other and their leaders, they are much more likely to dare and want to use their potential. It makes cooperation between people and between departments optimal. It creates positive energy, innovation and focus.

People experience high levels of trust if they believe:

- Leaders are competent, credible, communicatively strong and sincere
- They are treated with respect, as professionals and as human beings
- The organization is fair

The importance of trust

Great Place To Work measures trust using the Trust Index employee survey. This survey consists of 60 statements about 5 universal values. We see big differences in business results between organizations that score high on trust and those that score lower on trust:



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How to measure trust?

The Trust Index employee survey shows how all employees experience and feel about their work (environment). It tells you where there are opportunities to develop your organization. And it tells you what the most important themes are to focus on.

By involving your employees, you create a positive and safe atmosphere where improvements are possible.

The Trust Index employee survey measures trust, pride and camaraderie in organizations. The questionnaire consists of 60 statements, 3 multiple-choice questions, 5 demographic questions and 2 open-ended questions.

Measure more often?

In addition to the annual Trust Index, you can use pulse surveys. These surveys help you keep a continuous eye on the perception of your employees throughout the year and evaluate actions. If you choose the Accelerate[™] package, you can conduct unlimited pulse surveys.



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Why we are different

01 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.

02 Local consultancy

We specialize 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.

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03 Benchmarks

With over 30 years of working with organizations of every size and in every sector, we are able to provide insights, benchmark possibilities and share best practices. In each country, you'll be able to compare your survey results to those of other organizations.

04 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.

05 Less time invested 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 organize the survey from one system.

National certification



National Best Workplaces



Best Workplaces Europe



Requirements

- Orrust Index: 70% or higher*
- 🕗 Response rate
- Culture Brief

Certification is possible in all countries in the world.

*Required score differs per country.

Requirements

- National certification
- Culture Audit*

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

*Only required for large organizations (+500 employees).

Requirements

- Small, medium and large organizations: appear on one or more national European list of Best Workplaces
- Multinationals: appear on 3 or more national Best
 Workplaces lists in Europe

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World's Best Workplaces



Requirements

- More than 5000 employees worldwide
- At least 40% (or more than 5000 employees) works in a country other than headquarters
- Appear on 5 or more Best
 Workplaces lists in Asia,
 Europe, Latin America,
 Africa, North America or
 Australia.

Phase 1

Commitment and preparation

01

Create commitment and energy for the belief that a culture based on trust, leads to success. Start with leadership.

02

Establish a people strategy that defines what culture means in your organization. How do people interact with each other? And what core values form the basis of this?

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03

Involve everyone in your organization in the Great Place To Work journey. Form a project group of diverse employees and create a concrete plan for following up on the results.

Phase 2

Survey and conversations

04

Ask your employees what matters through the Trust Index[™] employee survey. Data provides reliable insights into what's going on so you can make targeted improvements.

05

Share the results from the Trust Index employee survey in your organization. Highlight the most important first impressions and communicate further follow-up steps.

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06

Engage with each other at both the organizational and team levels. Do this based on the insights you have gained. Based on these conversations, determine the themes you want to focus on and create an action plan.

Phase 3

Follow-up and action plans

07

Make action plans an integral part of existing consultation structures. That way you avoid it standing alone.

80

Pause and celebrate big and small successes. Involve everyone in the process. This is important, because you can learn from success.

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09

Share your employer brand with the world. Note: this will only have an effect if you really are a good employer.

The optimal Great Place To Work program

Design	Survey	Certifica
 Support and energy Plan employee survey Plan of action for follow-up Communication Plan of approach for Culture Audit 	 ✓ Trust Index ✓ Culture Brief ✓ Culture Audit 	lf your orgo within each
Local follow-up	Best Workplaces™	Evaluatio
 Navigation through the results Conversations with employees Creating action plans Implementing action plans Execute actions Celebrate successes 	Number of companies on the list, the timing of the publication and categories differ per country.	 ✓ Objectiv ✓ Process

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What can you expect from us?

How does participating benefit you?

- Insight into employees' perceptions of the main good employment
- 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 organization
- A positive starting point for becoming a better employer
- A stronger employer brand

What do we offer?

- countries
- A survey that measures more than satisfaction
- (inter)national organizations
- Awards
- lines of communication are key
- A network of inspiring organizations to connect you with
- Aftercare after the project by our Customer Experience Specialist

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• A reliable method based on more than 30 years of experience in 60

- The possibility to compare your results with those of other
- Recognition in the form of certification and Best Workplaces
- A committed and expert team where personal contact and short
- Up-to-date, relevant and inspiring content and tools with which
 - you can further build your organizational culture

Investment

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

To ease this 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 best. During this call you can discuss your ambitions, goals and share the information stated above.



Ready to get started? → Schedule an online introduction with Wencke

Great Place To Work_® Steps & Benefits of an International Great Place To Work Program "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."

Global CEO Great Place To Work

"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 organization, 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

Lloyds Bank

memories together."

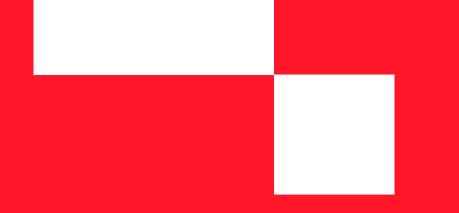
"Participating with Great Place to Work teaches us what it takes to be that good employer. And that it is important that you share this vision in all different layers of the organization. We have wanted to be the best employer for a long time. How can you arrange it for your people in such a way that 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." DHL

"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 Best Workplaces 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 at Mars. And lastly, Mars is already known by job-seekers, but we are more and more seen as a potential employer!"

"Happy employees, happy customers. Or, as Simon Sinek states: customers will never love your company until the employees love it first. That's why the Great Place To Work 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."

The Adecco Group

Mars



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