



Great Place To Work®

In 3 steps towards a  
great place to work





## In 3 steps towards a great place to work

A slide, parties or yoga? Many people have this association with being an attractive employer, but nothing could be further from the truth. Sure, those parties and gifts can be a token of appreciation and strengthen the team spirit. But the foundation of a successful organizational culture lies quite elsewhere....

### In this document:

- ✓ What is a successful organizational culture?
- ✓ In 3 steps towards a great place to work
- ✓ Time investment
- ✓ This is how we measure good employership
- ✓ Sample planning
- ✓ This is what participating yields
- ✓ This is what you can expect from us

## What is a successful organizational culture?

The basis simply lies in how you treat each other, the behavior that everyone exhibits. The secret? Trust. That gift package is nice, but what if someone is exhausted at home not getting his or her work done? And what if there is a ping pong table, but no one dares to play?

An organization may look like a great place to work from the outside with good pay and facilities, but inside the culture is unhealthy. Where people are excluded, mentally drained or where there is stiff communication. Such environments can lead to burnout, a poor image and poorer business results.

It can be different. Our long-standing and global research shows that trust is the basis for being a good employer. Trust has a positive impact on business results. It brings energy and provides focus. It speeds up processes, improves mutual cooperation and makes decision-making easier.

**Next, we explain how to become a great place to work in 3 steps.**

## Step 1: strategy and preparation

### Create commitment and energy

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

### Assemble project group

Involve everyone in your organization in the Great Place To Work journey. Form a project group of employees from different teams and create a practical plan to follow up on the results.

### Internal communication

Communicate about the survey: why are you participating? How will the results be delivered? And how does it benefit an individual manager or employee?



## Step 2: survey

### Conduct employee survey

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

### Share results

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

### Engage in conversation

Enter into a conversation with each other, both at organizational and team level. 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.

## Step 3: follow-up

### Create action plans

Make action plans part of existing consultation structures. Do not let it stand alone.

### Celebrate successes

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

### Employer branding

Have you achieved your certification? Share the Great Place To Work-Certified™ logo with the world. The insights from the survey will help you strengthen your employer brand.



## Time investment

You will need a minimum of 13 to 18 hours to properly start and follow up on the survey:

- Onboarding: 30 to 60 minutes
- Internal communication: 1 to 10 hours
- Survey preparation: 2 to 5.5 hours
- Sharing responses during the survey: 1 to 2 hours
- Results review: 30 to 90 minutes
- Engaging in conversation about the results: 8 hours minimum

## This is how we measure good employership

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

It provides the most important themes to focus on. By involving your employees, you will create a positive and safe atmosphere where improvements are possible.

In addition to the annual Trust Index, you can use pulse surveys. This allows you to measure your progress or research specific themes at the department or team level. If you choose the Accelerate™ package, you can conduct unlimited pulse surveys.

# Sample planning

## Introduction

Start journey

- ✓ Online onboarding

## Preparation

4 to 6 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

- ✓ Results review
- ✓ Following up the results



## These are the next steps

1

### Meeting

Schedule a no-obligation introductory consultation with one of our experts.

2

### Collaboration agreement

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

3

### Start date

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

4

### Baseline measurement

The Trust Index runs for 2 weeks. Afterwards you can see the results and get an impression of where you stand.

5

### Get started with the results

Based on the results, you start working on your culture.

## Let's meet!



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**Let's meet!**

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# This is what participation yields.

01

Reliable insight into your employees' perceptions of the level of trust, pride and joy in your organization

02

Increased mutual trust and engagement among employees

03

Better mutual cooperation and vital employees

04

Engage with your employees about areas for improvement

05

Better results, including lower absence and higher productivity

06

Structure and tools for leadership and organizational development

07

A positive approach to improving your organizational culture

08

A stronger employer brand

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## What can you expect from us?

- ✓ A reliable method based on more than 30 years of experience in 60 countries
- ✓ A survey that measures more than satisfaction
- ✓ The possibility to compare your results with those of other organizations (benchmarks)
- ✓ Recognition in the form of certification and the Best Workplaces Awards
- ✓ A committed and expert team where personal contact and short lines of communication are key
- ✓ A network of inspiring organizations to connect you with
- ✓ Up-to-date, relevant and inspiring content and tools with which you can further build your organizational culture
- ✓ Aftercare after the project by our Customer Experience Specialist

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