



Great Place To Work®

Trust Index™



Introduction

The Trust Index is the global standard in employee surveys and measures trust, pride and joy in your organization.

The survey is conducted annually in 60 countries across 10,000 organizations. Because the model is based on values, it's applicable worldwide in any organization, regardless of size or industry.

The survey is not an end, but a means. The results are the starting point for discussing the things that are going well and those that could be improved.

Trust Index in a nutshell

- ✓ 60 statements
- ✓ 2 open ended questions
- ✓ 5 demographic questions
- ✓ 3 multiple choice questions
- ✓ Answer options on a scale of 1 (almost always not true) to 5 (almost always true)
- ✓ Measure more than satisfaction: trust is the basis for long-term success
- ✓ Great Place To Work certification is based on Trust Index results
- ✓ Questionnaire is based on empirical research
- ✓ Ability to add additional custom questions*

*Only possible if you choose Analyze™ or Accelerate™

Do you know what's really going on?

Do you hear noises in the corridors, but cannot get a grip on the turmoil in your organization? Do you no longer want to rely on your gut feelings, but really want to work with reliable data? The Trust Index™ is our employee survey that measures trust, pride and camaraderie in your organization. It provides reliable insights and practical tools to get started with your organizational culture.

Curious about our online data platform where you can view and analyze results? Schedule a free online demo with one of our experts.

- ✓ Get to know Emprising
- ✓ Free and non-binding
- ✓ At your convenience

[Book a demo](#)

Questions or comments?

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

Email: NL_info@greatplacetowork.com

Great Place To Work®

Trust Index™

These are the next steps

1. Demo

Schedule a free, non-binding demo with one of our experts at a time that's convenient for you. During the demo there is also room to ask questions about the process.

2. Proposal

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

3. Start date

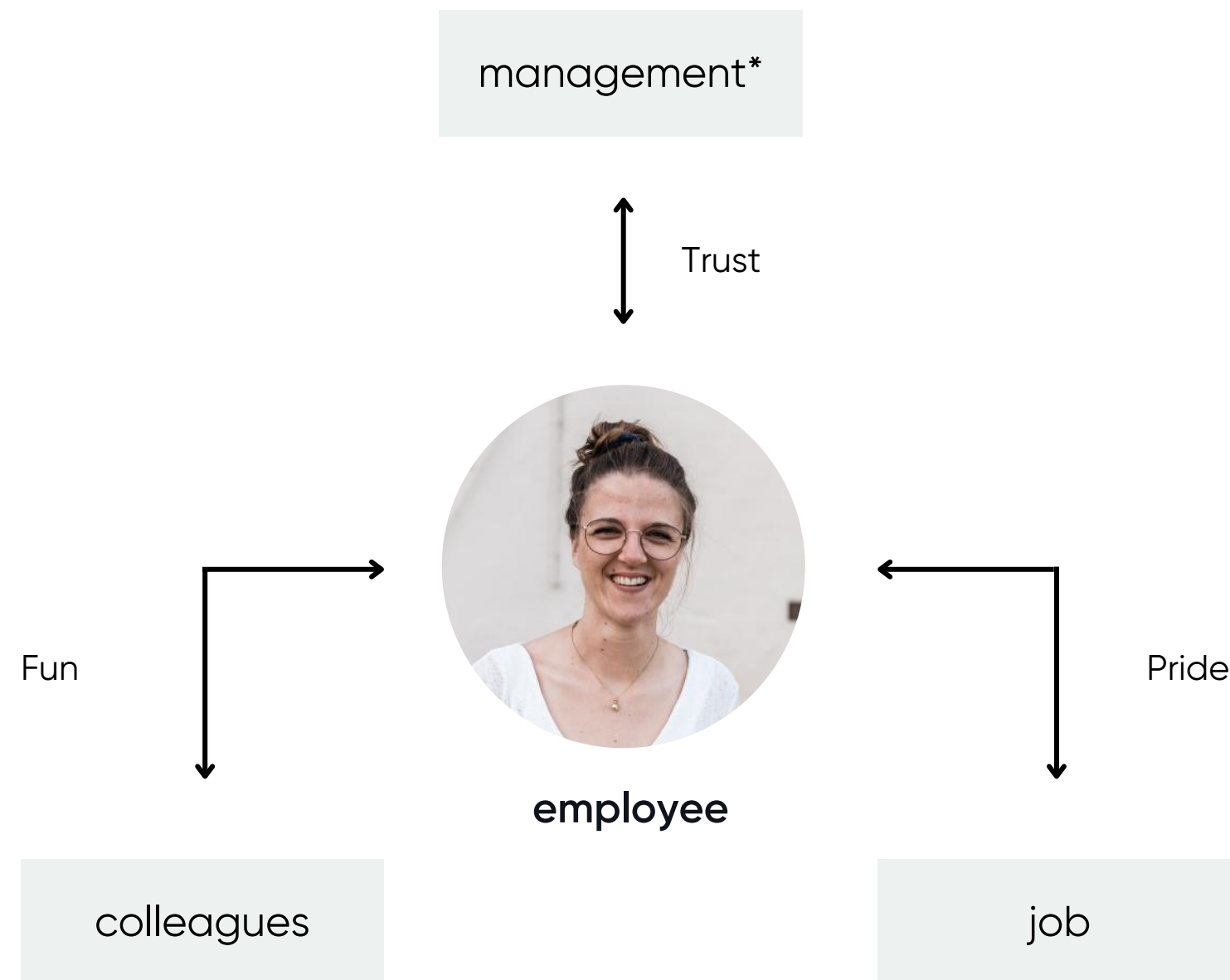
After signing the proposal, agree on a start date for the baseline measurement.

4. Baseline measurement

Get an impression of how you are doing now.

5. Get started with the results

Based on the results, you start to work on your culture. Your Customer Success Manager will help you with this.



*Management means anyone in a leadership role

What does the Trust Index measure?

The Trust Index measures trust, pride and pleasure in organizations. It provides a picture of three different, interrelated relationships:

1. The relationship between management and employees, based on trust
2. The relationship between employee and his or her job, based on pride
3. The relationship between employees themselves, based on fun

The Trust Index tells you how your organization is performing on the bar of being a good employer. It makes intangible themes, such as safety, autonomy and job satisfaction, tangible on the basis of data. The research thus gives you targeted leads to improve your organization's culture.

The Trust Index consists of 60 statements about five universal values: credibility, respect, honesty, pride and camaraderie. These five values each consist of three dimensions.

On the next page, we briefly explain them and provide an example statement for each dimension to illustrate.

01

Credibility

Communication

Communication is open and information is shared transparently.

Example statement

Management is approachable, easy to talk with.

Competence

Leaders are competent, give confidence and have a clear vision.

Example statement

Management has a clear view of where the organization is going and how to get there.

Integrity

Leaders act with integrity and fairness.

Example statement

Our executives fully embody the best characteristics of our company.

02

Respect

Support

Offering development opportunities and showing appreciation.

Example statement

We celebrate people who try new and better ways of doing things, regardless of the outcome.

Collaboration

Management and employees work together on relevant decisions.

Example statement

Management involves people in decisions that affect their jobs or work environment.

Care

Employees are seen as people with private lives.

Example statement

This is a psychologically and emotionally healthy place to work.

03

Fairness

Equity

Fair treatment with regard to compensation.

Example statement

People here are paid fairly for the work they do.

Impartiality

Absence of favoritism in task assignments and promotions.

Example statement

Managers avoid playing favorites.

Justice

Absence of discrimination and the presence of a procedure for correcting injustices.

Example statement

If I am unfairly treated, I believe I'll be given a fair shake if I appeal.

04

Pride

Personal job

The feeling that you make a difference and that your own work is meaningful.

Example statement

I can be myself around here.

Team

The sense of pride in the team, both regarding results and the way the team works together.

Example statement

When I look at what we accomplish, I feel a sense of pride.

Corporate image

The sense of pride in working for the organization, and the willingness to share that with others.

Example statement

I would strongly endorse my company to friends and family as a great place to work.

05

Camaraderie

Connection

People can be themselves at work and feel connected with others.

Example statement

People celebrate special events around here.

Hospitality

New employees receive a warm welcome, and there is room for fun.

Example statement

When you join the company, you are made to feel welcome.

Community

The feeling that you can rely on one another.

Example statement

You can count on people to cooperate.



Calculation of scores

The statements can be answered with one of the following response options:

1. Almost always not true
2. Often not true
3. Sometimes true/sometimes not true
4. Often true
5. Almost always true
6. No answer

The results show a percentage. This is the percentage of respondents to answer options 4 'often true' and 5 'almost always true,' relative to all answer options, excluding the 'no answer' option.


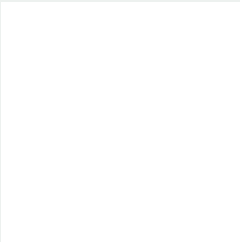
For example, if the score on a statement is 70%, that means 70% of the respondents filled in 'often true' or 'almost always true'.

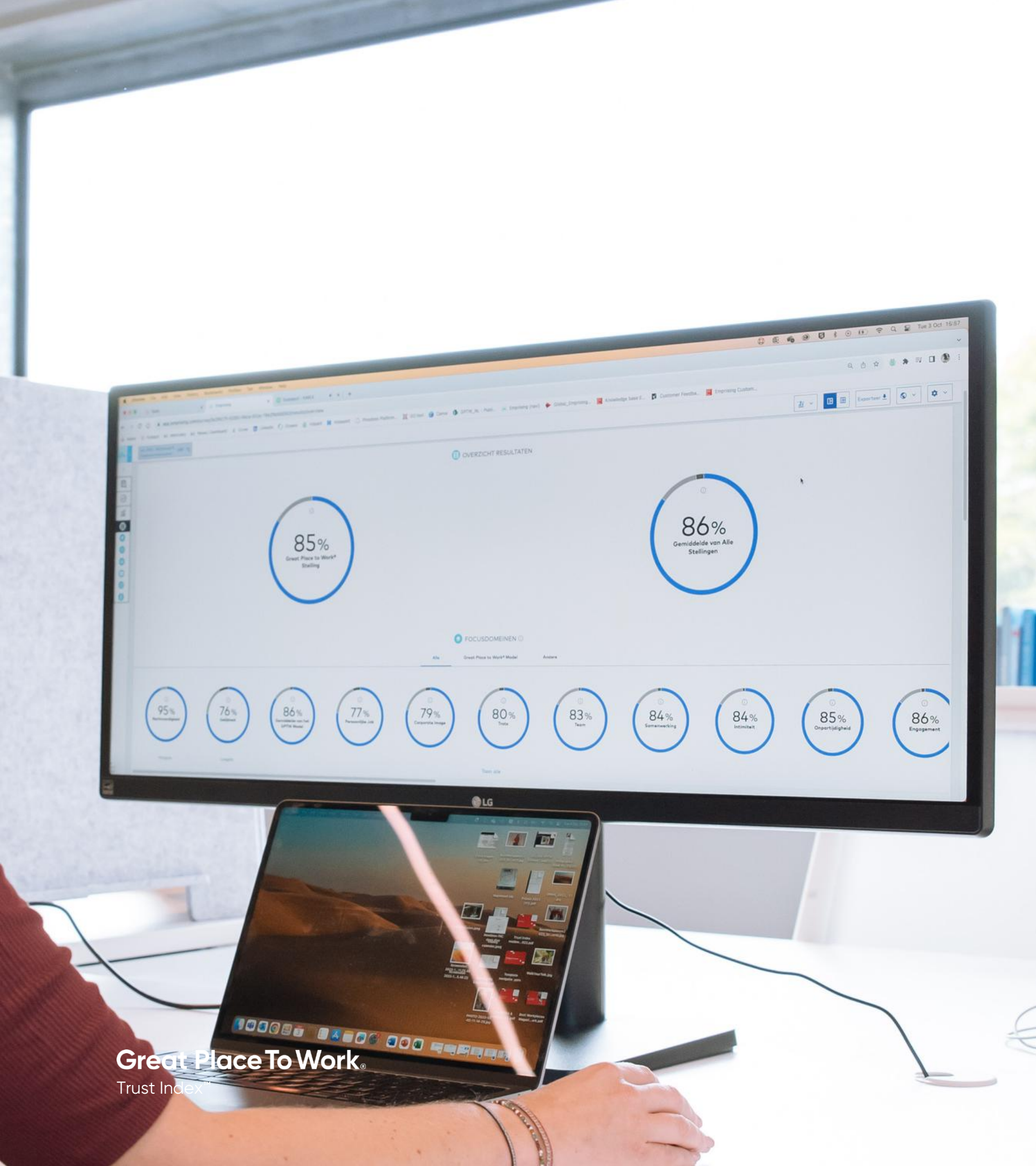
Interpretation of scores

The Trust Index score is the average of the 60 statements. These are the statements that fall under the dimensions and the feeling indicator. The feeling indicator is the statement: 'Overall, I think our organization is a great place to work.' Thus, the score is not the average of the five dimensions.

The scores on the dimensions are not the average of the underlying statements. Each value is calculated separately and has a certain weighting in the total according to the number of people who answered that statement.

If someone chooses 'no answer', this does not weigh in. Thus, one statement may count more often than another. This makes the calculation of the average pure.





Anonymity

The Trust Index employee survey is completely anonymous. This means that the answers cannot be traced back to the person who gave the answers. As a result, employees are more likely to be open and honest when completing the survey.

After completing the survey, you can view and analyze the results in Emprising. On this online platform, we apply strict rules to protect the anonymity of employees.

ISO/IEC 27001 certification

We find it important to handle your data and your employees with care.

That's why Great Place To Work Netherlands is ISO/IEC 27001 certified. ISO/IEC 27001 is a globally recognized standard for information security.

This means that we comply with strict requirements in terms of information security and that we carefully handle the data of your organization and your employees.

About the term management

A key component of the Trust Index is the relationship between management and employees.

The term management in this context is a collective understanding of all management roles. The questionnaire is a development tool and does not aim to assess managers.

→ Watch the video in which Eva explains the term "management"

Management is a role, independent of position or person

We assume that management is a role independent of the position or person holding that role. As a result, the Trust Index focuses on the themes of the survey, rather than on the performance of specific people in an organization.

If the topic of a statement is about 'coordination' or about 'showing interest', engage in a conversation about where exactly the needs are around these topics, rather than about what someone does or does not do well.

Management as a role in self-management

Management is about controlling an organization, regardless of who does it. The role and associated tasks can be assigned to one or a few managers, employees or even an entire team.

If management does not lie with one manager or if it is a shared responsibility, then it is all the more important to agree where responsibilities lie.

Different layers of management

Thus, if people's perceptions regarding statements are different at, for example, the immediate supervisor and management, a mixed picture emerges, where a 'sometimes true/sometimes false' answer can be given.

We believe in the ambition to develop trust, pride and joy at all levels of an organization, and therefore in the value of talking about how to get there. One of the tasks of management is precisely translating a central message to all layers in the organization.

This is what participation in the Trust Index yields.

01

Reliable insight into what's really going on in your organization

02

A starting point to discuss key areas for improvement with each other

03

Participation in Great Place To Work-Certified™ and Best Workplaces™

04

The ability to compare your scores with those of other organizations



"Participating in Great Place To Work creates awareness and attention to all aspects within your organization that influence employee policies. We needed an objective measuring stick so that we could gain insight into the impact and development of the policy. Compare with previous years, but also with other participating organizations and inspire each other. By putting this subject so prominently on the map, you also send a clear signal to your team. The great results we achieve together simultaneously inspire us to keep taking the next step."



Jan Werkman
Werkmandejong

"As intoAction, we consciously want to continue to actively work on being a good employer. Great Place to Work, by measuring trust, pride and fun, aligns well with the values we also consider important. In particular, mutual trust is essential to us. That is why the annual Trust Index feedback moment is very valuable. In addition, the results of this survey provide direction for the change we are going through as an organization and how we deal with it. The great thing about Great Place To Work is that it provides guidance, but otherwise you are free to design good employment practices authentically."



Fabienne Lammers
IntoAction

"It's a safe and independent method to elicit valuable feedback from colleagues. Then, Great Place To Work also provides the space to engage in conversation in a safe setting and concretely optimize processes and structuring."



Gijsje Wissenburg
Yellowgrape

"We are an ambitious company and are always looking at how we can become even better. Great Place To Work gives us insight into these areas of improvement. The results are always a good starting point for a discussion about where we want to grow in the coming period and how we can do that."



Arianne Landheer
Incentro



About Great Place To Work

Great Place To Work helps organizations towards a culture of trust. We do this using the Trust Index™, the employee survey we use to measure trust, pride and delight. We conduct annual surveys in more than 10,000 companies 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.

[Book a demo](#)

Questions or comments?

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

Email: NL_info@greatplacetowork.com

Contact

www.greatplacetowork.nl

+31 20 260 06 94

NL_Info@greatplacetowork.com

Address

Gonnetstraat 26

2011 KA Haarlem

Nederland



Great Place To Work®

© 2025 Great Place To Work Nederland