



HELLO BEST WORKPLACES

Agenda

- 01 Let us introduce ourselves
- 02 Walk Your Talk
- 03 Telling the story together
- 04 Get the most out of your Best Workplace Award
- 05 Logo & Toolkit
- 06 Planning & action points
- 07 Questions?

**ANOUK
MINNES**



MARKETEER

GREAT PLACE TO WORK
DINO

DOGLOVER

**JOSÉ
MENZINGA**



PROJECTMANAGER

QUEEN OF CONTENT
PRODUCTION

BEACHLOVER

**EVA
VERLAAN**



CONCEPTER &
COPYWRITER

DIGITAL MEDIA ADDICT

LOVES NOVELS

CONGRATULATIONS!

WHAT AN ACHIEVEMENT TO BE AMONG THE 40 BEST WORKPLACES OUT OF THE
NO LESS THAN 187 PARTICIPATING ORGANIZATIONS.

RATIONALE

War on talent. Culture of fear. Transgressive behavior. Burn-outs and mismanagement. All problematic situations happening too often. And if it were up to Great Place To Work, not necessary at all.

However, creating a positive work culture is still not a mandatory part of organizational policy. While everyone so deserves it. A workplace where trust is key, where you can grow and feel free to innovate. Demand is huge. Promises often all the greater.

It is time to turn plans into action. And wake up every organization to the fact that the opportunities are there. Where to start? Take a look at the leaders of the Best Workplaces. They put their words into action and show how things can be done. Or are just taking the first step.

And so can you. During...

WALK
YOUR
TALK

Great Place To Work®

WALK YOUR TALK IN A NUTSHELL

2/06/23

Walk Your Talk is the perfect activity for you and your team during 'Leave The Office Early Day'.

Utrecht

Centrally located, not too big, not too small and beautiful canals.

Great Place To Work®



200+

Walkers to connect with, you can discuss the current issues together.

4 km

The length of the walk through the city with 75 minutes of connections, content and activation.

5x

An experience highlighting different themes to inform and inspire you.

Awards

After the walk, snacks and drinks will be waiting for you. And, of course, a moment to receive your award.

WITH YOU AS FRONTRUNNERS



MAY 10, 11 & 12

IN THE SPOTLIGHT

As one of the 40 Best Workplaces, you will be photographed at the studio in Amsterdam over three days: 10, 11 and 12 May.

Each workplace sends delegates (min. 1 and max. 5) who are photographed as true frontrunners in an active pose: happy with a protest sign in hand on which they have written a positive slogan that encourages thought.

Think of:

- “Everyone deserves a happy work environment!”
- “We walk for equal pay at work.”
- “Neurodiversity can benefit us all”

Your photos will be used as campaign images in the run-up to the event. Only together we can improve the world of work.

Through the toolkit, you can register colleagues and specify availability.



**WALK
YOUR
TALK**

Loop mee!
vrijdag 2 juni in Utrecht
walkyourtalk.nu

TELLING THE STORY TOGETHER



5 IMPORTANT THEMES

SNEAK PEEK THEME 1

**EQUAL
OPPORTUNITIES**

SNEAK PEEK THEME 2

NEURODIVERSITY

SNEAK PEEK THEME 3

LGBTQIA+

THEME 1

EQUAL OPPORTUNITIES

"IT'S NOT ABOUT TAKING A CHANCE; IT'S ABOUT GIVING IT!"

What

During this experience, you will walk past an exhibition that shows the impact one opportunity can have on someone's life. It consists of **5 portraits** of employees who work at a Best Workplace and have been given an opportunity they will never forget:

- "The youngest on the team and manager."
- "I didn't have an example, now I can be one."
- "They see me, not my disability."
- "I thought with my last name I'll never get a job."

How

During the photo shoot for the campaign images, these portraits will also be taken.

Who

Colleagues who have been given an opportunity they might not have expected. And/or what someone else wouldn't expect from that person because of prejudice.



THEME 2

NEURODIVERSITY

"EVERYONE IS DIFFERENT, EMBRACE NEURODIVERSITY"

What

You listen to a "radio play" in which different neurodivergent people talk about their experience in the workplace. You step into their world for three minutes and become aware of the strengths and qualities of a diverse team of colleagues.

How

The radio play will be made during a short interview in a studio in Amsterdam.

Who

Are you or do you know someone who would like to share his/her story? Let us know via the toolkit.



THEME 3

LGBTQIA+

"FREE TO BE YOURSELF, ESPECIALLY AT WORK!"

What

During this experience you will hear honest stories of LGBTQIA+ employees in a colorful and informal setting with up to 25 people.

How

We are looking for three people from the community who would like to tell their personal anecdote that inspires others.

Who

Someone from within the community who dares to ask that critical question. Maybe it's you yourself?





The logo

Best Workplaces is so much more than just a logo.

Share at different times, in different formats and from different perspectives your story about what makes your organization distinctive as an employer and what you offer in terms of culture.

Best Workplaces 2023 in numbers

- 21st edition of the Best Workplaces list
- 327 participants in the Trust Index survey
- 225 organizations are Great Place To Work-Certified
- 187 participants for the Best Workplaces
- 40 Best Workplaces 2023

Best Workplaces 2023 in numbers

- Multinationals: 10 of the 27 participants
- Large: 10 of the 17 participants
- Medium: 10 of the 74 participants
- Small: 10 of the 69 participants



1. (Labor market) communication

- Add the logo (& the story behind it) on your **recruitment page** including the link to the Great Place To Work employer page (adjustments? Please contact tessa.vanduijn@greatplacetowork.com)
- Mention the recognition (+ the story behind it) in **vacancies and job interviews**
- Add the logo to your **email signature**
- Share **quotes and videos** from employees on your website and social media
- Share the **campaign image** after 16th of May



2. Internal communication

- Before or after the moment, share that you are proud, thank people for giving their feedback and indicate that your organization keeps working to improve (example in the toolkit);
- Join with (maximum 10) colleagues Walk Your Talk
- Celebrate this achievement together with a diner after Walk Your Talk.



3. External communication

Press

- Press release (template in toolkit);
- Focus mainly on the sector websites and regional magazines;
- Quote from our director or your consultant can be requested (send an email to nl_bestworkplaces@greatplacetowork.com)

Social media

- Tag us in messages
- Hashtags:
 - **#BestWorkplaces2023**
 - **#WalkYourTalk**
 - **#greatplacetowork**

Difference Certified and Best Workplaces



- All organizations with a Trust Index score of 70% or higher
- **225** organizations



- The highest scoring Certified organizations;
- **40** organizations out of 187 participants;
- Calculation based on the For All algorithm;
- The top of the Netherlands;
- Eligible for a spot on the European Best Workplaces list.



Employer Branding

Step 1

A strong internal culture

- What are the positive themes from the employee comments out of the Trust Index?
- What are the highest scoring (sub)dimensions out of the Trust Index?



Step 2

Be distinctive

- What is the biggest **motivator** for people to work for your organization? (multiple choice)
- What are the most important elements from step 1 that you want to use in your **labor market** communication?
- What kind of **image** do you want the (labor) market to have of your organization?

Make sure there is a good match between the answers on this questions.



Step 3

Employees as ambassadors

- Keep working on the **areas of improvement** based on the feedback from the employees
- Let **employees** share their story, for example on a recruitment page
- Involve employees in the **recruitment** of their (own) colleagues





Toolkit



Toolkit

- (NEW) Register for Walk Your Talk
- (NEW) Let us know if you have persons who want to join the campaigns about neurodiversity, equal opportunities and LGBTQIA+
- What do I have to submit?
- (NEW) Webinar recording & slides, example internal winner's message and template press release
- Important data
- FAQ

Planning

When?	What?
April 20th	E-mail with all the information, link to adjusted toolkit and registration link for Walk Your Talk
April 25th	Registration for Walk Your Talk is open for companies that did not make the list
April 28th	Deadline: correct organization name + three questions, fotoshoot and input for the three content themes
May 1st	Open letter & registration Walk Your Talk is open for all
May 10th, 11th or 12th	Fotoshoot
May 16th	Online announcement 40 Best Workplaces via social media
May 22nd	Deadline registration Walk Your Talk
June 2nd	Walk Your Talk: 2PM to 7PM
June 2nd (end of the day)	Press release & publication Best Workplaces magazine
June/July	Walk Your Talk Podcasts (information will follow)

To do's

Before April 25

- (Exclusive) registration for Walk Your Talk for the Best Workplaces

Before April 28

- Form: correct organization name + three questions
- Form: schedule photo shoot
- Share the persons for neurodiversity, equal opportunities and/or LGBTQIA+: nl_bestworkplaces@greatplacetowork.com.

Before May 16

- Prepare the internal and external communication regarding the announcement of the 40 Best Workplaces





Questions?