



Great Place To Work®

Get the most out of your certification

Webinar





- 01 Value of the certificate
- 02 3 steps of employer branding
- 03 This is how your colleagues benefit from the certificate
- 04 Checklist & examples
- 05 Logo usage: do's & don'ts
- 06 Certification Nation Week
- 07 Digital goodie bag

Nice to meet you!

- Anouk Minnes
- 12 years at Great Place To Work
- From Projectmanager to Marketeer
- Economics & Anthropology
- 'Owner of our contentmuseum'

Connect via LinkedIn:



Congratulations!

The certificate demonstrates that your organization has a work culture with a high level of trust, pride and camaraderie, according to your own employees!

About the certificate

International recognition

The certificate is **reliable and recognized internationally**. It shows that you are a good employer.

Employee perspective

The certificate is **100% based on the opinions of your employees**. This makes it an authentic recognition.

Recruitment USP

Job applicants are looking for more than just a salary. The certificate shows that your organization is **committed to a positive culture**.

National Benchmark

58%

Your organization

>70%

Certification is so much more than just logo.

At different times, in different types of content
and from different perspectives,
share what makes your organization distinctive as an
employer and what you offer in terms of culture.

Poll

How does your organization deploy the certificate?

- It is the fundament for our internal and external (employer) branding!
- It's a fun celebratory moment internally.
- We use the logo in our labor market communications.
- Oops... we need to do something with that!

Employer branding

**"Obtain and maintain an authentic and distinctive preferred position
as an employer in the mindset of (potential) employees and their influencers
with the goal of attracting and retaining the right employees."**

Waasdorp, Hemminga and Roest (authors of the book Building the new employer brand)

The first three steps

1. Build a strong internal culture (✅)
2. Be distinctive
3. Employees as ambassadors

Discover step 4 and step 5 in the whitepaper Employer Branding 📖

Step 1

A strong workplace culture

Poll

Do you use Trust Index results in your employer branding?

- Yes. We include the results in our story and content.
- No. We only use the logo for visibility.
- Never thought about it... Good idea!

Trust Index employee survey

- Employee survey on trust, pride and camaraderie
- Annually, 10,000 organizations use the same questionnaire
- 60 statements and demographic, multiple-choice and open-ended questions

Do you score 70% or higher? Do you have a sufficient response rate? And completed the Culture Brief? Then your organization is Great Place To Work-Certified!



Employer Branding data

Here's how to deploy Trust Index results

Assess

- Trust Index score (relative to national benchmark: 58%)
- "Everything taking into account,..." statement
- Dimensions & subdimensions
- 5 highest and lowest scoring statements
- Demographic question gender on 60th statement & the TI (not in Waves)
- Word cloud on the open question regarding areas for improvement (not in Waves)

Analyze or Accelerate

- Everything from Assess and:
- All 60 statements, including eNPS
- Demographic questions and multiple choice questions including the motivation question
- Benchmark with the Best Workplaces
- Answers to two open questions
- Group distribution (departments/teams)

Tips

This is how to use the certificate for internal branding

1. Internal celebrations
2. Follow-up sessions with regard to the employee survey
3. Mention your TI score and the national benchmark (58%)
4. Share key points from the open-ended question 'unique'
5. Email signature
6. Share social media posts (by colleagues)
7. Promote videos with colleagues

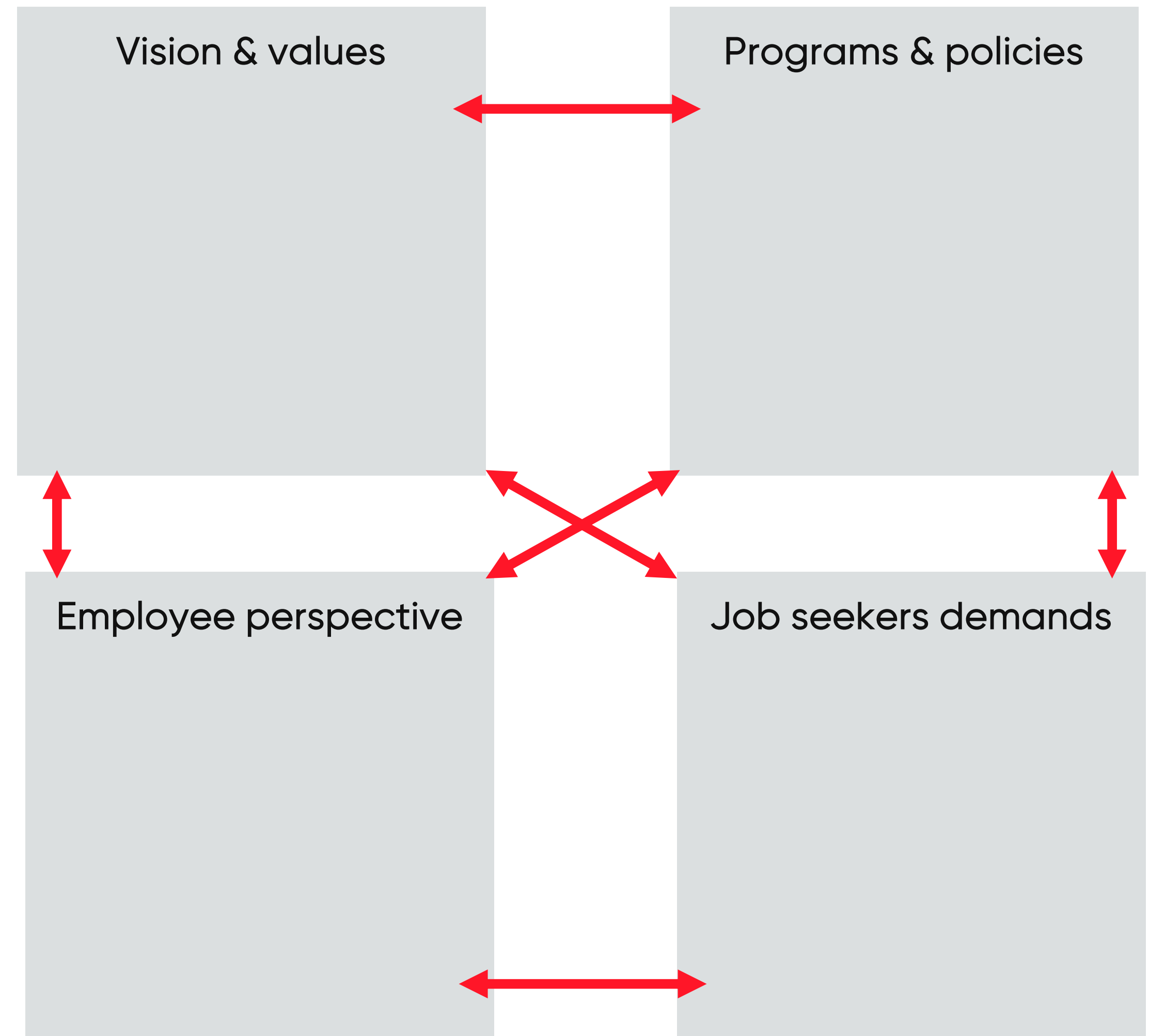


Step 2

Distinguish yourself

Employer strategy

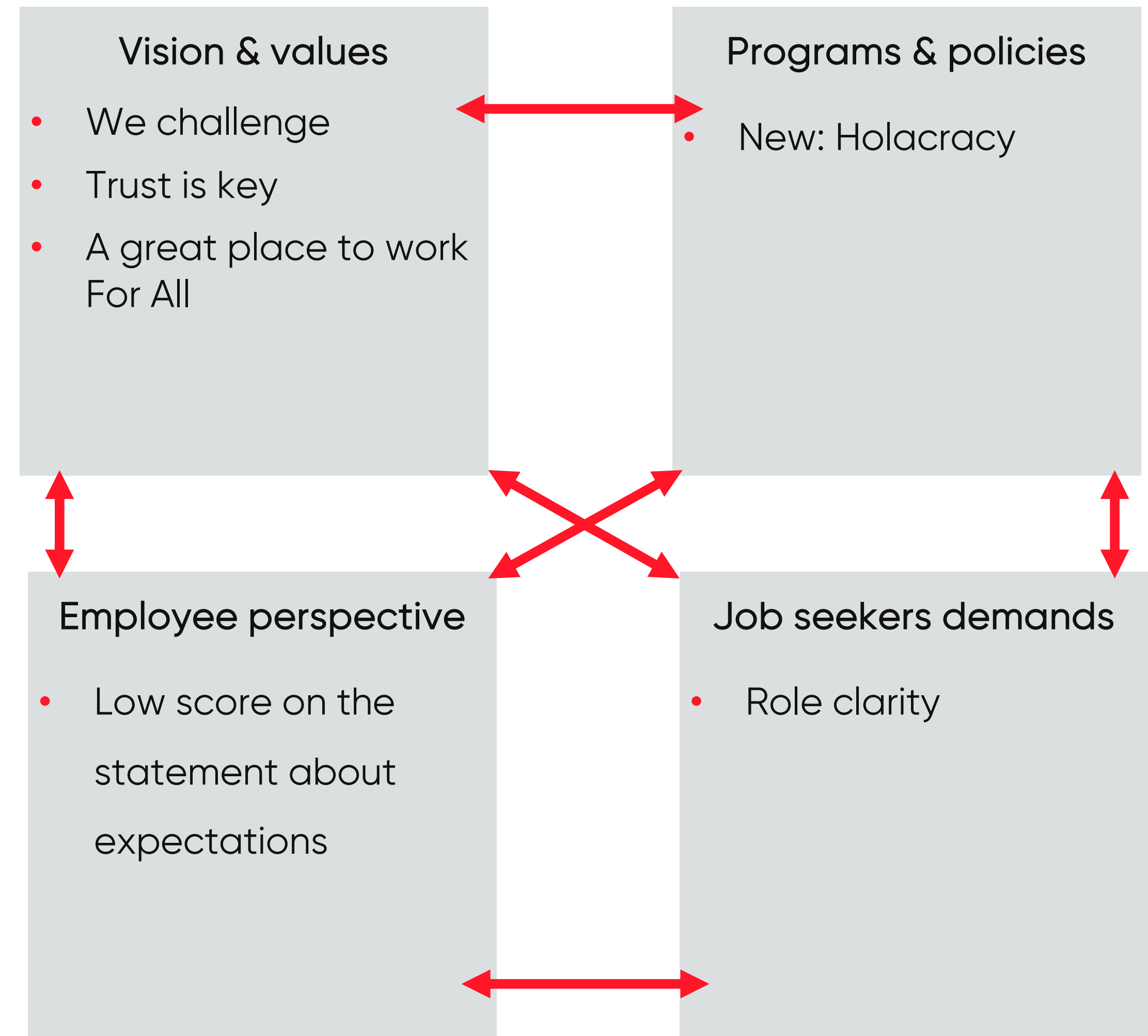
1. What does your organization stand for as an employer (strategy, vision, values)?
2. What does your organization do in terms of HR policies and (culture) programs?
3. How do current employees perceive the organizational culture?
4. What do potential new employees want?



Example 1

Great Place To Work The Netherlands

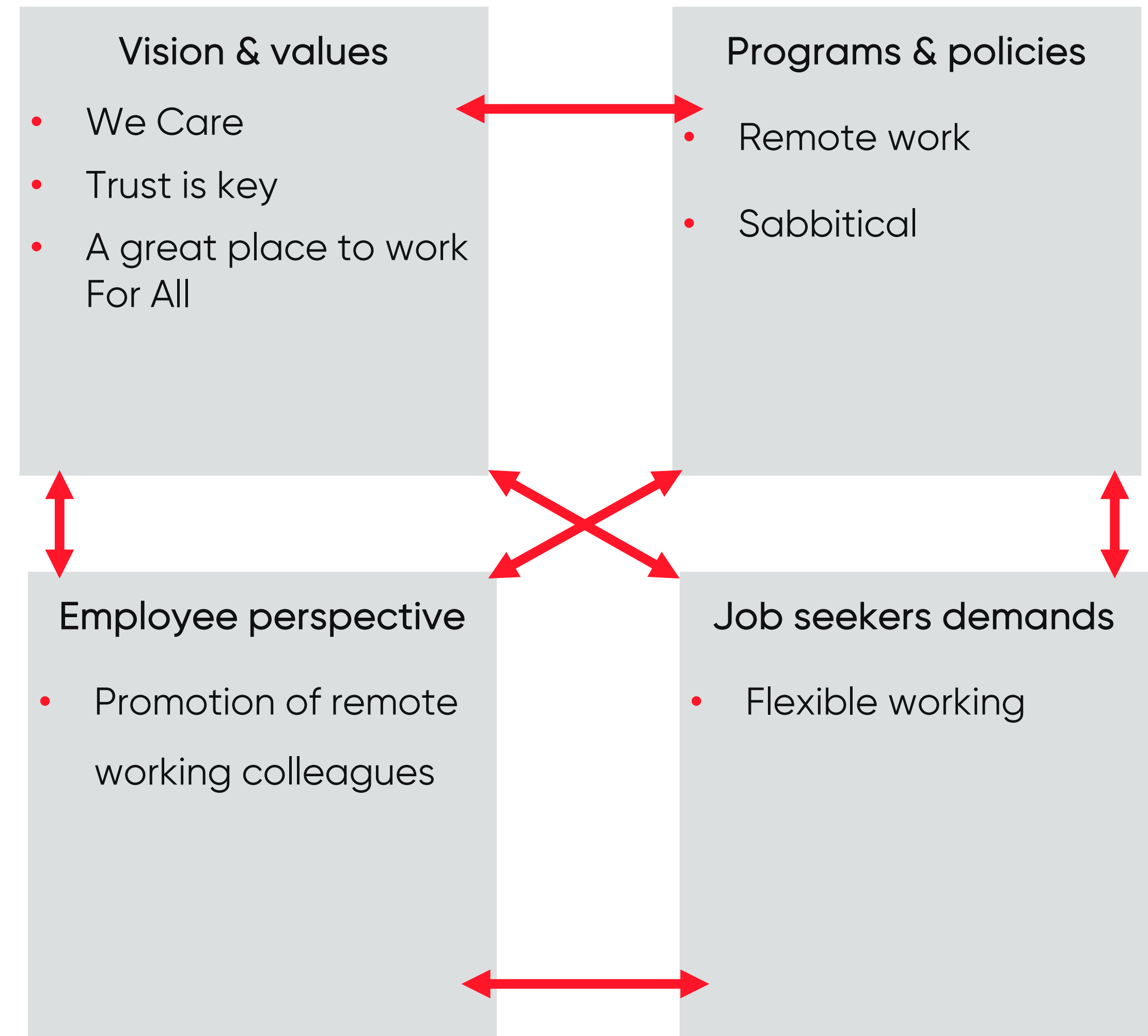
- From a (relatively) low score on the employee survey,
- introduced a new policy (Holacracy) that fit,
- the core values (especially We Challenge) and trust as a basis: "you are CEO of your own work",
- And also mention this in vacancies.



Example 2

Great Place To Work the Netherlands

- Demand from applicants: flexible working,
- fits our core value: We Care and our vision that trust is key,
- remote working (policy) was already possible,
- share stories of remote working colleagues (employee perception).



Step 3

Involve your employees

Best Practices: Recruitment

- Online culture check with practical examples
- Cooking evening with applicants
- VR-Game



Certified **For All**

HR

1. Increase internal pride, create a celebration moment and give thanks for the feedback.

2. Increase engagement by actively follow-up the employee survey results.

3. Recognition of the good work you do as an HR department.

Recruitment

1. Use the materials in
recruitment campaigns

2. Mention the certificate in **job**
interviews

3. Emphasize the strengths
and be **transparent** about
areas for improvement

Marketing

1. Use the logo in your marketing communications (value to suppliers and customers (or patients, parents, etc.)).

2. Share a **press release** (or advertorial) that you earned the certificate.

3. Show that you focus on your **social responsibility** (e.g. goal 8, (and 3 and 5) of the Sustainable Development Goals)

8. Decent work and economic growth
3. Good health and well-being
5. Gender Equality

Leadership

1. Recognition of your leadership

2. Share on your own LinkedIn
channels

3. Include people strategy
in annual strategy plans

Checklist & examples

Tips


Here's how to use the certificate for external branding

1. Create an employer page on the Great Place To Work website
2. Share the Great Place To Work LinkedIn post
3. Share the logo, data and stories on your website (homepage, about us, careers) (don't forget to link)
4. Share the logo, data and stories on social media
5. Make colleagues part of job interviews
6. External branding on for instance vehicles, during an internal celebration, ads and events
7. Referral recruitment

Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work
- ✓ Branding
- ✓ Homepage
- ✓ Careers page/About us page
- ✓ Blog
- ✓ Vacancies
- ✓ Google My Company



Great Place To Work-Certified™

Accenture The Netherlands

Last updated on 05 July 2023

Industry	Professional Services	Employees	3550
Location	Amsterdam	Founded	1989

[in](#)
[ig](#)
[yt](#)
[f](#)
[tw](#)

About this organization

City ID is a fast-growing hotel group based in Amsterdam that's expanding throughout Europe. A people-first hospitality experience that brings together connection, warmth, flexibility and authenticity. Quality, craftsmanship and eye for detail are central to their ambitious organization.



Watch the video



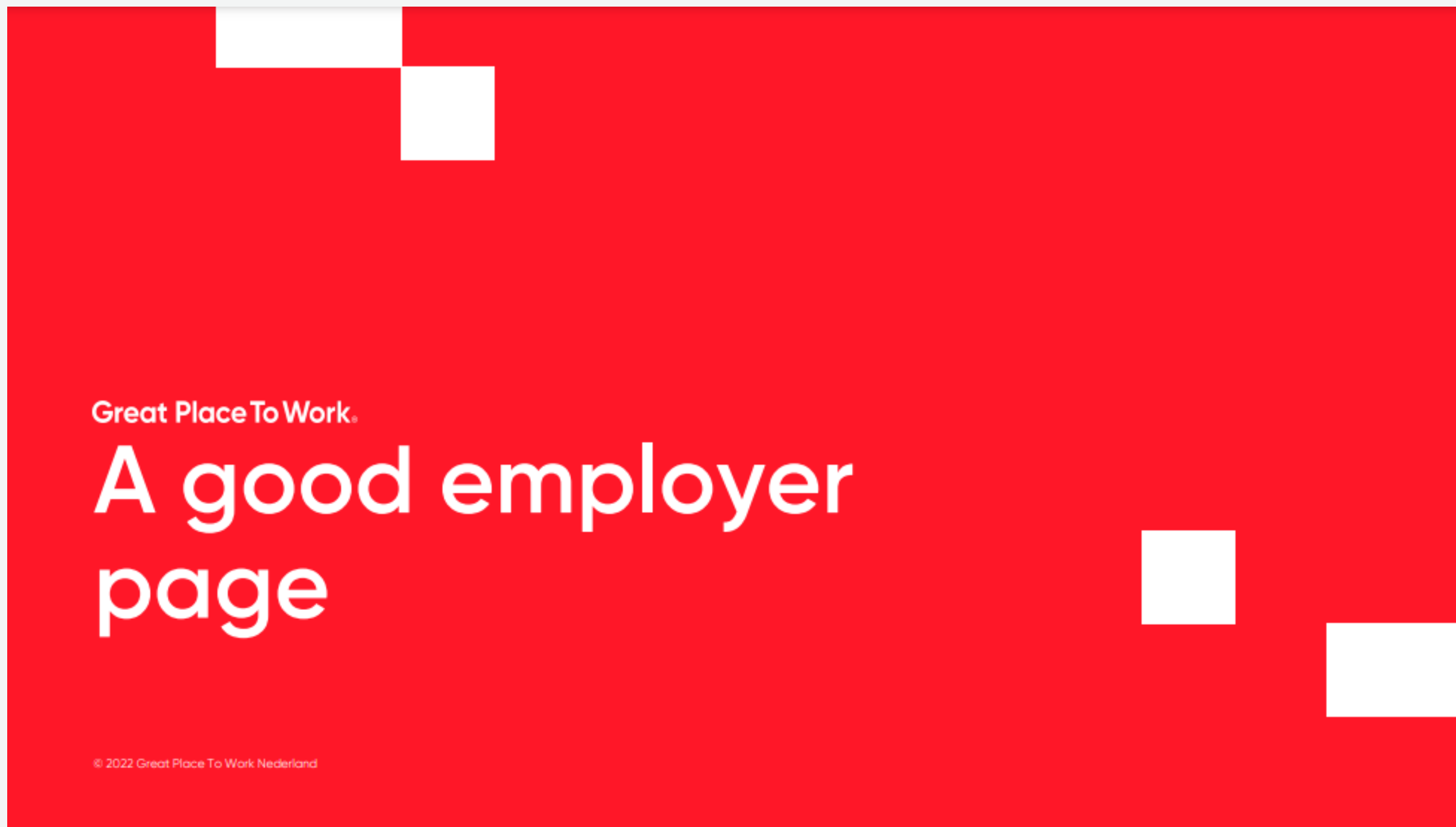
Alessandro Capozzo, Account Executive

"Working for Sendcloud means intense emotions from day one. The feedback culture allows you to fast-track your personal and professional growth with your colleagues. Pushing your boundaries while having fun is what makes the environment, the people, and the culture so special!"



Founders of Sendcloud

"Every company's most valuable asset is its people. Maintaining a great culture is critical to attracting and engaging colleagues and making them feel valued and respected. That's why we believe our culture and values make Sendcloud a Great Place to Work."



Do's

- ✔ Show your employees
- ✔ Show authenticity and spontaneity
- ✔ Have photos taken by a professional photographer
- ✔ Photos in the same style and colors

Don'ts

- ✘ Photos of the office building or an empty office
- ✘ Unrealistic or staged photos
- ✘ Messy photos with lots of distractions
- ✘ Photos showing people being cut off
- ✘ Photos showing people eating
- ✘ Stock images

<https://www.greatplacetowork.nl/en/certification/certified/>

Checklist

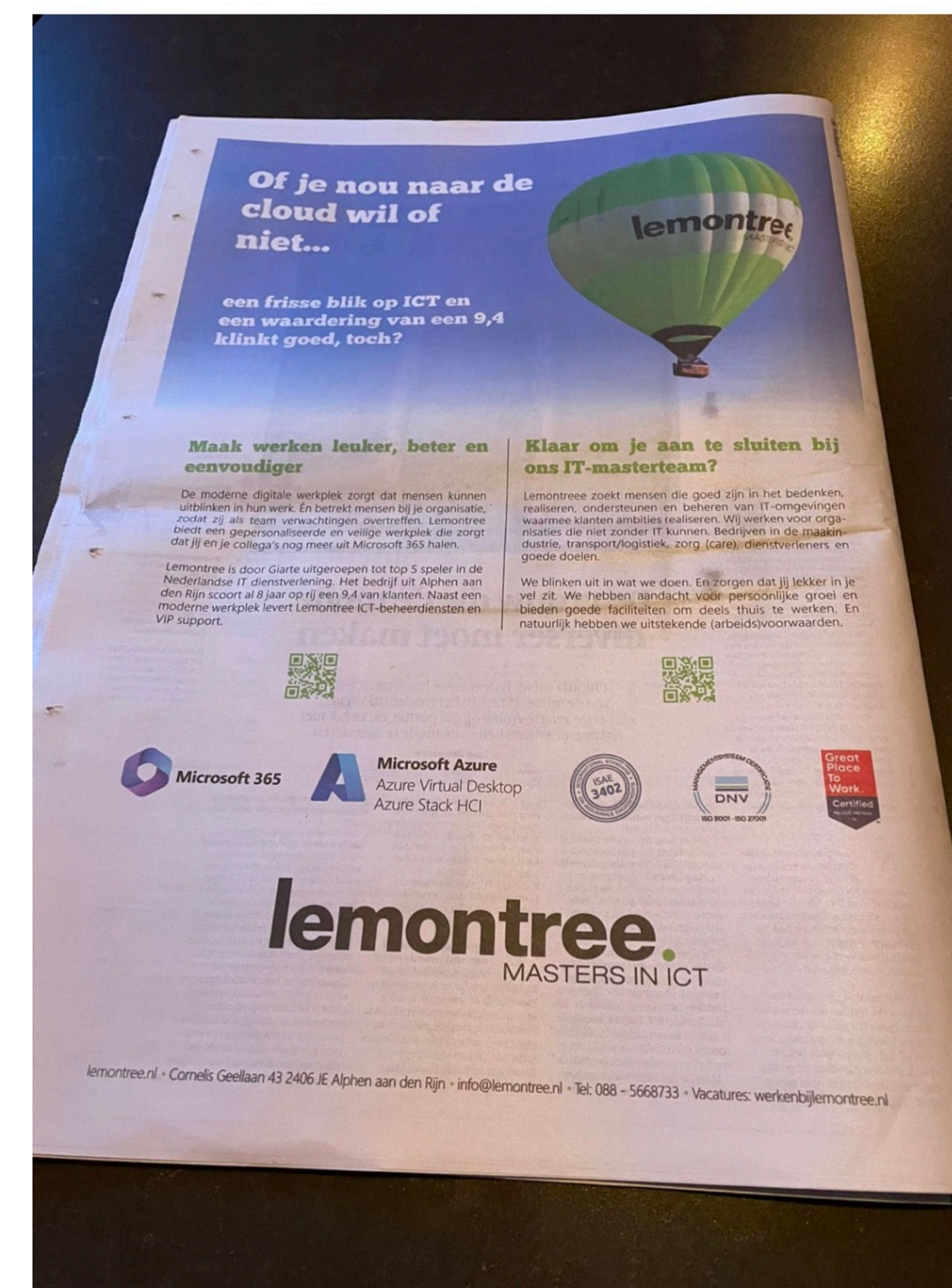
Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ **Branding**
- ✓ Homepage
- ✓ Careers page/About us page
- ✓ Blog
- ✓ Vacancies
- ✓ Google My Company




Lemontree • Master...
+ Volgen
 2.534 volgers
 2 u • 🌐

Vandaag paginagroot in Volkskrant. Men zegt wel eens dat wij 'het best bewaarde ... meer weergeven



ICT vacatures bij Lemontree - Werken

Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ Branding
- ✓ **Homepage**
- ✓ Carreers page/About us page
- ✓ Blog
- ✓ Vacancies
- ✓ Google My Company

Sendcloud

Our company

Our product

Blog

Careers

Search jobs

How we hire

Expat assistance

FAQ



Reviews for **glassdoor**

4.1 ★





Nu met betaalrekening!

Je boekhouding, zo gebeurd met Moneybird



Gratis aanmelden

Meer weten over Moneybird

Nu 6 maanden **gratis!**
zo gebeurd met Moneybird!

Compleet

Boekhoudpakket en betaalrekening in één!

Moneybird is een boekhoudpakket met geïntegreerde betaalrekening! En dit kun je nu 6 maanden gratis proberen!

[Lees meer →](#)

Bel **085-0510946** of vul het onderstaand formulier in.

Naam

Email

Telefoonnummer

Onderwerp

Hulp bij aanbesteding ▾

Je bericht

Verstuur je aanvraag

Contactgegevens

085-0510946

info@houseoftenders.nl

Utrecht (Hoofdvestiging)

Brigittenstraat 13

3512 KJ Utrecht

Amsterdam

John M. Keynesplein 12-46

1066 EP Amsterdam

[Bekijk privacy statement & disclaimer](#)



FD Gazelle

2022





Samen beter voor buiten

WAT WE DOEN

Great Place To Work Certified

WERKEN BIJ DOLMANS LANDSCAPING GROUP?

BEPAAAL JOUW GROENE CARRIÈRE!

INFORMEREN EN SOLLICITEREN
DOE JE ZO! KLIK HIER

Examples (copy)

Short sentence that you can place next to/under the Certified logo

- We're Certified
- We're Certified by Great Place To Work
- Proudly Certified
- We're putting people first
- Our colleagues tell us



Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ Branding
- ✓ Homepage
- ✓ **Carreers page/About us page**
- ✓ Blog
- ✓ Vacancies
- ✓ Google My Company



We're a great place to work. See?



[Our team](#)

[Our website](#)



Triple is a Great Place to Work®

With a wonderful score of 85%, Triple has achieved the Great Place to Work® certification! When asked if Triple is a Great Place to Work, 95% of the 200+ colleagues gave a resounding yes. The unique Triple culture, the freedom and responsibility they experience and the [opportunities for personal development](#) are the most frequently mentioned reasons for labelling Triple as a Great Place to Work according to our colleagues.



our clients are located at the most beautiful places on earth:
from the Dutch 'Wadden Islands' to the Islands of Hawaii.



...joining a great place to work!

We're excited to share that Maxxton has received the prestigious Great Place to Work certification! This recognition reflects our commitment to creating an exceptional workplace where our colleagues can grow. It's proof of our team's dedication and passion. We will continue prioritising our colleagues' well-being and growth, as we maintain our status as a great place to work.

Discover our Great Place To Work



We zijn altijd op zoek naar talent. Interesse?

Wij zijn experts op het vakgebied dat strategy execution genoemd wordt. En zijn uniek omdat we dat combineren met de ontwikkeling van professionals. Wij creëren beweging, maken iets complex begrijpelijk, iets groots behapbaar, een (vaag) idee concreet en laten iets moeilijks slagen.



Voornaam *

Achternaam *

Email *

Telefoonnummer *

Motivatie *

Samenwerken?

Checken of het de moeite waard is om dit formulier in te vullen? Test hier eerst of je bij ons past!

Doe de test

Examples (copy)

As a paragraph on the website

Another seal of approval? Don't think so. That's because a Great Place To Work certification is not issued lightly. Organizations seeking certification require input from all employees. Not just that cozy finance team - all employees. When the response rate is high enough and the organization scores 70% or higher on the Trust Index questionnaire, your organization is certified for one year. In this way, they ensure that only organizations that excel in the areas of pride, camaraderie and trust are certified.

The Great Place To Work certification is based on the Trust Index employee survey. This survey consists of a questionnaire of 60 statements. This questionnaire measures five universal values: credibility, respect, fairness, pride and camaraderie. With a score of 70% or higher on the Trust Index, the organization is certified.

Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ Branding
- ✓ Homepage
- ✓ Careers page/About us page
- ✓ **Blog**
- ✓ Vacancies
- ✓ Google My Company



Connexie X Great Place To Work

Goed werkgeverschap staat centraal

Bij Connexie hebben we een belangrijke mijlpaal bereikt: we zijn gecertificeerd als een Great Place To Work! Onze visie, missie en handelen voor goed en professioneel werkgeverschap is bekroond met dit erkende certificaat. In dit artikel delen we graag met trots wat deze certificering voor ons betekent en hoe het onze organisatie versterkt. Ontdek waarom Connexie een Great Place To Work is en hoe dit ons onderscheidt in de payrollbranche.

Het belang van een Great Place To Work

Een Great Place To Work zijn is meer dan alleen een certificering; het is een erkenning van de cultuur en waarden die we koesteren bij Connexie. We begrijpen dat een positieve en ondersteunende werkomgeving van cruciaal belang is om te gedijen als individu en als organisatie. Bij Connexie geloven we in de kracht van teamwork, open communicatie en persoonlijke ontwikkeling. Door te streven naar goed werkgeverschap zorgen we ervoor dat onze medewerkers zich gewaardeerd en geïnspireerd voelen, wat zich vertaalt naar het leveren van uitstekende diensten aan onze klanten.



Tips for a blog

- 1. Get your colleagues talking!** Because, it's not what you say – it's what they say. Why are you a great place to work? Your colleagues are your best ambassadors and let them speak for you. Let them give personal and practical examples. Much of what is normal for your organization, is really special for others.
- 2. A video says more than a thousand words.** Dive into short-form video and post an employee story on your page.
- 3. Current events.** Pick up on current events and show how your organization views certain topics. By doing so, you create distinctiveness and have strong cases for new colleagues. For instance, on World Mental Health day.
- 4. Highlight initiatives.** As we said earlier, much of what you do is very special. Therefore, reflect on the moments, conditions or initiatives that have been rolled out in your organization and write a blog about them.

Show the evidence

You can link the Certified logo to our website to show that the certificate is reliable and genuine, also you can link to share more information about the certificate and/or show your employer page.

Options:

- To our homepage (for example, at the logo in your footer on your homepage).
- To our certification page (for example, when explaining the meaning of certification).
- To your employer page (to show proof that you are not just using the logo, but that the certificate really was issued by us).

Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ Branding
- ✓ Homepage
- ✓ Careers page/About us page
- ✓ Blog
- ✓ **Vacancies**
- ✓ Google My Company

Copy template

In a job posting

You don't get this certification overnight. We asked all our colleagues to complete the Great Place To Work questionnaire. It contains questions about pride, camaraderie and trust, among other things. The methodology is based on more than 30 years of research – rock solid, you might say. For example, the organization believes that trust is the key to a successful organizational culture. And so do we. Because with a score of [X]%, we are a great place to work with flying colors. You can see this in [example], [example] and [example].

- insert quote colleague -

At a time where companies use way too many buzzwords such as friyay-drinks, signing bonuses and workations, the employment landscape is becoming increasingly muddled. After all, what really makes a good employer? Where can I rely on transparent job postings?

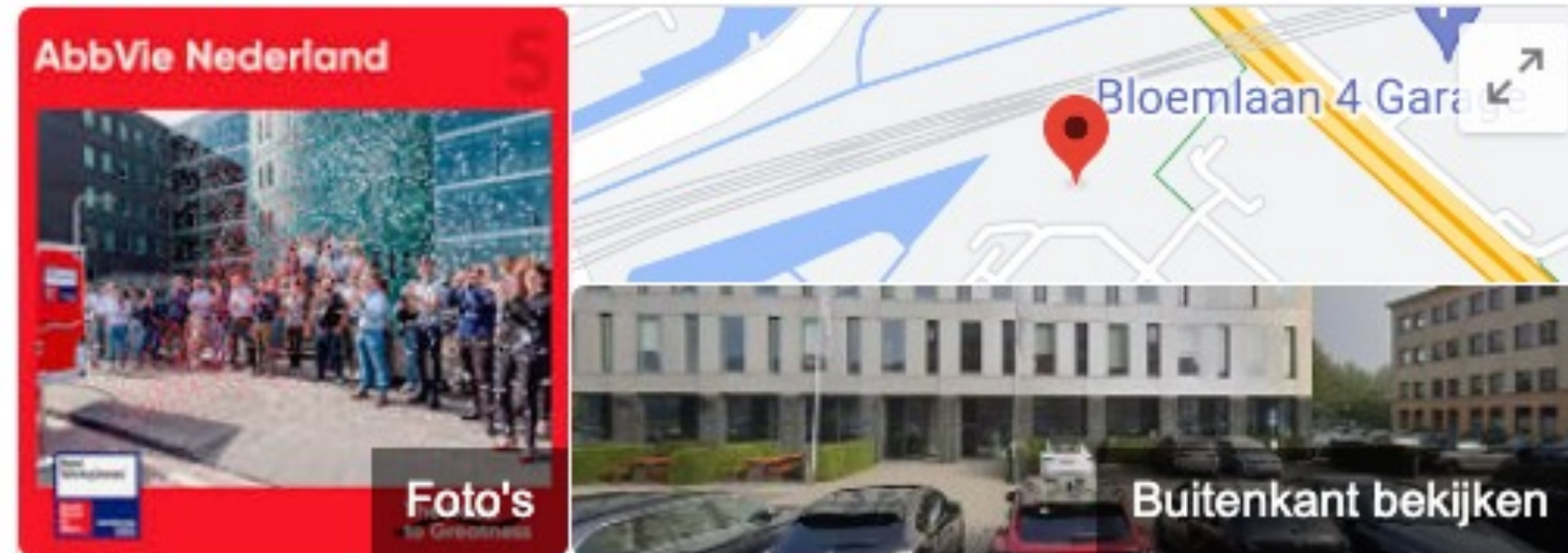
With a great place to work you are in the right place. Because with this certification, you can be sure that colleagues go to work with pride, camaraderie and trust. And this ensures a pleasant and safe work culture. A place where everyone can flourish and grow.

Did you know that working people in the Netherlands rate their workplace an average of 5.8? That could be better. And so can we. Because according to independent research by Great Place To Work, our colleagues give us a [NUMBER]. And we are proud of that. Why do we score so well? We focus on our people, because you only grow when everyone is in their place. So we work hard every day to build and maintain a safe and inclusive organizational culture. Wondering how we do this? Then read [blog/article/further].

Checklist

Where do you mention the certification?

- ✓ Employer page at Great Place To Work website
- ✓ Branding
- ✓ Homepage
- ✓ Careers page/About us page
- ✓ Blog
- ✓ Vacancies
- ✓ **Google My Company**



AbbVie B.V.

Website

Route

Opslaan

Bellen

Farmaceutisch bedrijf in Hoofddorp

Adres: Wegalaan 9, 2132 JD Hoofddorp

Telefoon: 088 322 2843

Provincie: Noord-Holland

[Bewerking voorstellen](#) · [Ben je eigenaar van dit bedrijf?](#)

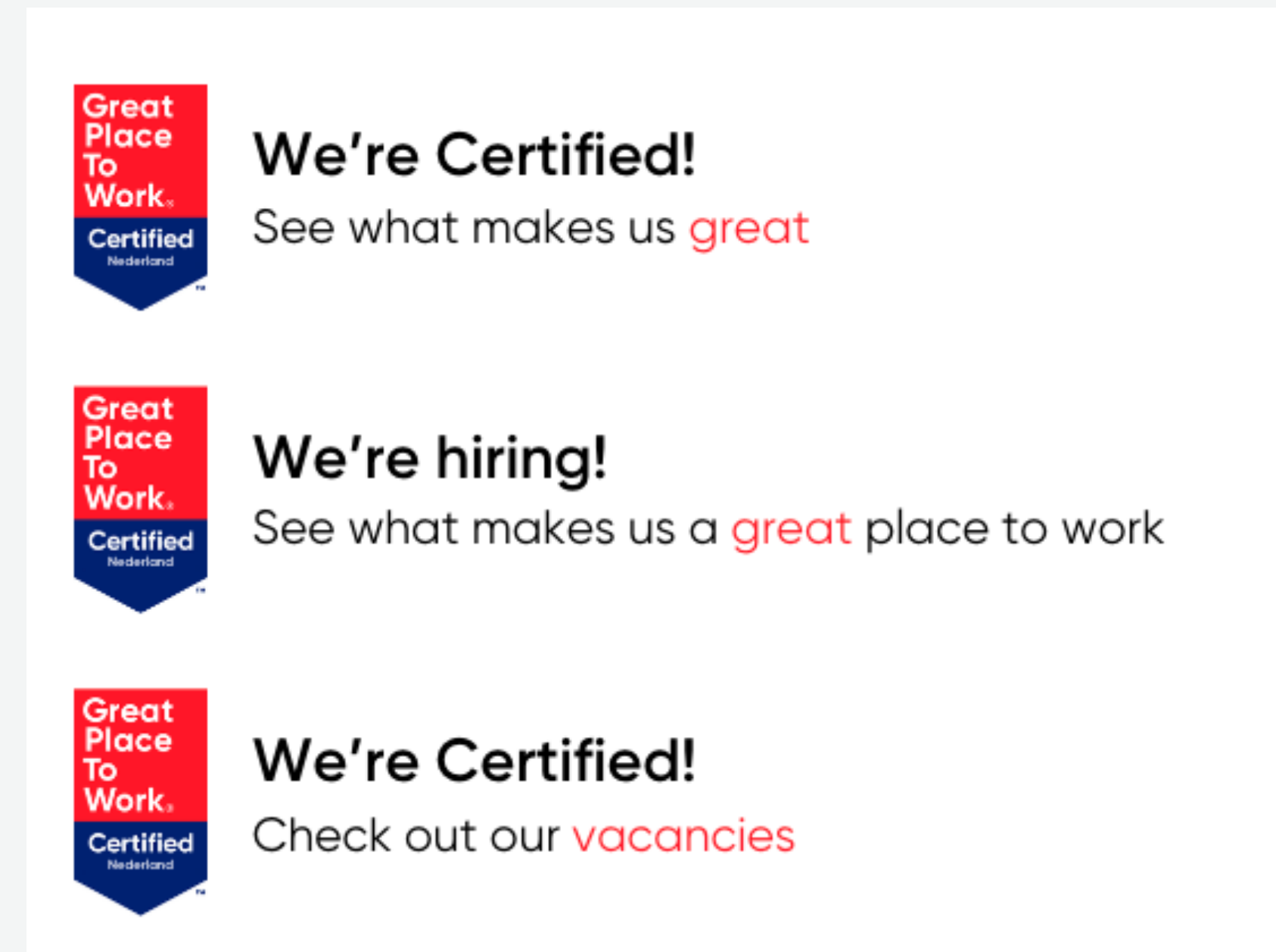
[Ontbrekende gegevens toevoegen](#)

[Openingstijden toevoegen](#)

Checklist

Where do you mention the certification?

- ✓ Email signature
- ✓ Social Media (LinkedIn) – Header
- ✓ Social Media (LinkedIn) – Company page text
- ✓ Social Media (LinkedIn) – Post



Checklist

Where do you mention the certification?

- ✓ Email signature
- ✓ Social Media (LinkedIn) – Header
- ✓ Social Media (LinkedIn) – Company page text
- ✓ Social Media (LinkedIn) – Post

The image shows a LinkedIn profile page for Xelvin. At the top, there is a blue banner with the text "Pas jij bij xelvin? Bepaal het zelf." and a QR code. A yellow arrow points from the text to the QR code. On the left side of the banner, there is a red "Great Place To Work" logo and a blue "xelvin" logo. Below the banner, the profile name "Xelvin" is displayed, followed by the description "Carrières in de techniek" and the location "Werving en selectie - Eindhoven, Noord-Brabant". The page also shows "35.295 volgers" and "195 medewerkers". A notification bell icon is visible on the right. Below the profile information, it says "Kirsty en 2 andere connecties volgen deze pagina". There are three buttons: "✓ Volg ik", "Website bezoeken", and "Meer". At the bottom, there is a navigation menu with the following items: Home, Info, Bijdragen, Vacatures, Wat we doen, and Personen.

Checklist

Where do you mention the certification?

- ✓ Email signature
- ✓ Social Media (LinkedIn) – Header
- ✓ Social Media (LinkedIn) – Company page text
- ✓ Social Media (LinkedIn) – Post

Examples (copy)

LinkedIn Company page

In addition, we are officially a great place to work. And that's nice, because this means that our colleagues value us as an employer.

We have been certified by Great Place To Work since [year]. And through this anonymous employee survey, we know exactly what's going on. The good and the bad. We put the happiness of our employees first and work hard every day to create an organizational culture based on trust. That's how we move forward.

Our Great Place To Work certification demonstrates that we provide a safe and inclusive work environment. Our colleagues rate us with [number].

Checklist

Where do you mention the certification?

- ✓ Email signature
- ✓ Social Media (LinkedIn) – Header
- ✓ Social Media (LinkedIn) – Company page text
- ✓ **Social Media (LinkedIn) – Post**

Joinuz 5.144 volgers
2 d · 🌐

✓ Volg ik ...

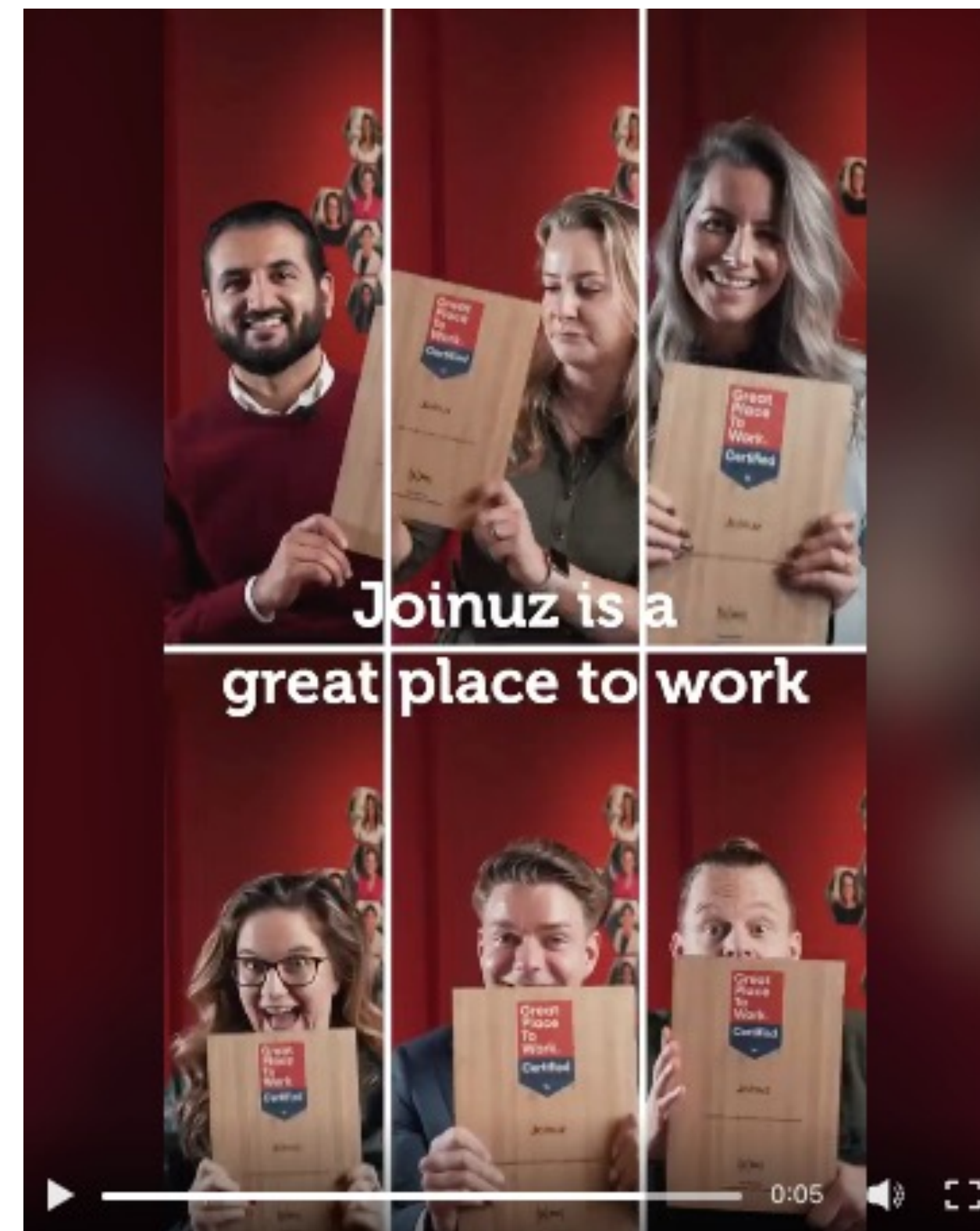
Inmiddels zijn wij alweer bijna een jaar **Great Place To Work® Nederland** gecertificeerd en ons team groeit en groeit! 🏆🚀 Daarom zijn wij op zoek naar een recruiter Sociaal Domein voor onze vestiging in Purmerend. Is jouw droombaan het vinden van anderen hun droombaan? Solliciteer dan direct: <https://lnkd.in/eHjWdc9K>

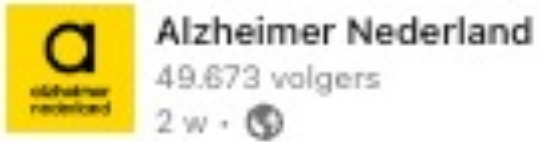
Wanneer jij werkt bij Joinuz krijg jij namelijk:

- 🗓️ Onbeperkt aantal vakantiedagen
- 👉 Vrijwilligerswerk in tijd van de baas
- 🍏 Gratis gezonde lunch, bootcamps en massages
- 🎓 Opleidingsbudget
- 🍷 Leuke teamuitjes en borrels

Kom jij onze gezellige Sociaal Domein collega's **Dennis Winkel**, **Lisa Opveld** en **Sven Krassenburg** versterken? 🗨️ Neem dan contact op met **Rianne Veldmeijer** of **Roxanne van der Zee**. 📞

#vacature #recruiter #sociaaldomein





Alzheimer Nederland

49.673 volgers

2 w · 🌐

We zijn opnieuw 'Great Place To Work'-gecertificeerd! 🥳

Deze erkenning is voor ons van onschatbare waarde, want het GPTW-onderzoek meet de tevredenheid, trots en het vertrouwen van ons team.

Samen zetten we ons in voor een van de grootste uitdagingen van deze tijd: de strijd tegen dementie. Iedere dag opnieuw. Daarom zijn we ontzettend trots op uitspraken van onze collega's over onze warme werksfeer, zoals deze:

"De algemene sfeer is precies zoals ik vroeger hoopte hoe een band met collega's zou kunnen zijn. De mensen hier helpen je, vragen oprecht hoe het met je is. Er is een ontspannen en gezellige sfeer. Serieus en zakelijk wanneer nodig.

Je voelt je, niet alleen door je collega's, maar ook door je meerdere, gezien als medemens. Ze geven je de ruimte en vertrouwen om zelfstandig aan de slag te gaan. Op sommige andere werkplekken kan dit spannend zijn, maar hier is iedereen zo open en behulpzaam. Je kunt altijd op je collega's rekenen." 🤍

Great Place To Work® Nederland, [Ievonne van Limpt](#), [Wietske Boesveld](#)
#greatplacetowork #greatplacetoworkcertified #goedwerkgeverschap #dementie



👍❤️ Jertske van Voorthuizen en 95 anderen

3 commentaren · 12 reposts



Lotte van de Plasse · 2e

Recruitment Business Partner at Handpicked Agencies | We are Bluebir...

3 w · Bewerkt · 🌐

We zijn gecertificeerd als **Great Place To Work® Nederland!** 🥳 Ben je benieuwd of **Handpicked agencies** ook een 'great place to work' is voor jou? Check <https://lnkd.in/erc3eUGN>



Handpicked agencies

2.573 volgers

3 w · 🌐

Yes, we are a great place to work! 🥳 Dat wisten we natuurlijk al lang, maar nu heeft Handpicked agencies het officiële certificaat van **Great Place To Work® Nederland** ontvangen.

We zijn trots op deze erkenning van een organisatie die wereldwijd bedrijven toetst op hun organisatiecultuur. Shout out naar onze collega's die ervoor zorgen dat elke dag bij Handpicked een fijne dag is. 🤝

Handpicked



Handpicked is a great place to work!

👍❤️ 7

Use of the logo

This is how you use the logo



- Great Place To Work logo with the blue certification area
- With a transparent background at the bottom left and right (use the EPS version)
- With the dates (month and year)
- With NL
- Notation
 - Great Place To Work–Certified
 - Certified as Great Place To Work–Certified

This is how you use the logo



One-Color Black*

Hex: #000000
RGB: 00 / 00 / 00
CMYK: 00 / 00 / 00 / 100



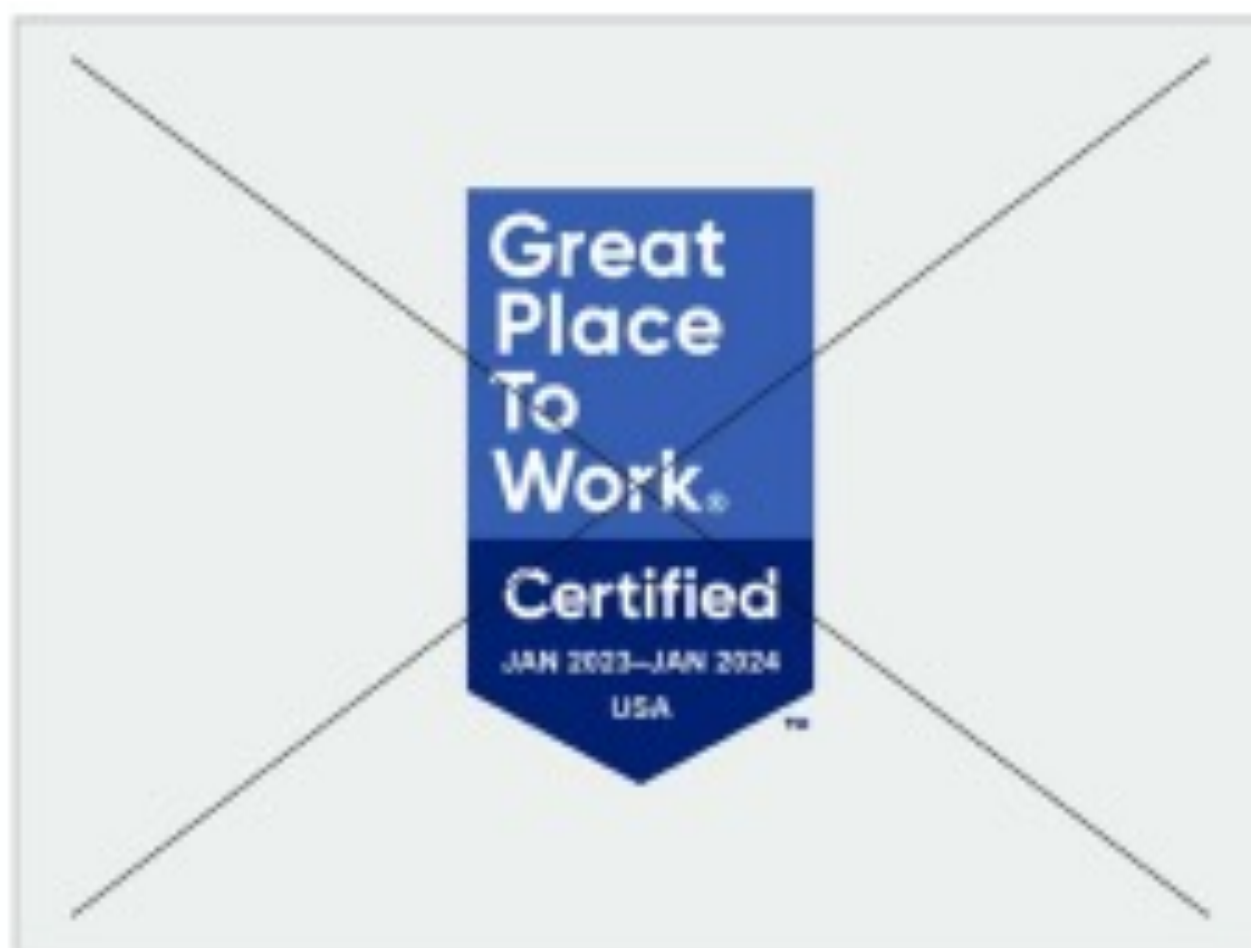
One-Color White*

Hex: #FFFFFF
RGB: 255 / 255 / 255

This is how you **don't** use the logo



- The square logo is for our use as an organization only
- Not in other colors (except white/black)
- Without dates (month and year)
- Without NL
- Notation



- Great Place To Work
- Great Workplace

Certification Nation Week

Certification Nation Week

- International week (60 countries)
- November 1st: launch Certified magazine with your organization name
- November 1st: press release
- November 1 to 8: various social posts (we will tag your organization)
- What can you do? Share on November 1st (and beyond)!

Templates to use

- Social Posts templates (1080 x 1080px)
- #GreatPlaceToWorkCertified
- #GreatPlaceToWork
- #CertificationNationDay
- #CertificationNationWeek
- Tag us in your post



Templates to use

- Social Posts templates (1080 x 1080px)
- #GreatPlaceToWorkCertified
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Templates to use

- Social Posts templates (1080 x 1080px)
- #GreatPlaceToWorkCertified
- #GreatPlaceToWork
- #CertificationNationDay
- #CertificationNationWeek
- Tag us in your post

Let's Celebrate:
Purpose. Culture.
Brand. Leadership.
Pride. Talent. Wo
Diversity. Equity.
Innovation. **You.**

Out of everything that makes us **great**, there's
no greater reason to celebrate than you.

Examples copy

- Happy #CertificationNationDay! 🎉 Let's give a big shoutout to our amazing employees who make [COMPANY NAME]'s truly special. Your unique contributions create the magic that defines us!
- It's Certification Nation Day! 🎉 Today we celebrate everything that makes [COMPANY NAME] great! Our leadership, our purpose, our culture, and most importantly our people. We are proud to celebrate with @greatplacetoworknederland and all the companies that build outstanding workplaces.
- Let's Celebrate! 🎉 Today we're proud to be certified by @greatplacetoworknl and participate in #CertificationNationDay - a global celebration of #GreatPlaceToWorkCertified organizations that put their people first. And with an overall score of [X%] on the employee survey, it's definitely something to be proud of.


Summary

- Employer Branding is focused both internally and externally.
- You can use the Trust Index results for your employer strategy and employer branding.
- Several departments can benefit from the certificate.
- Use the checklist to see if you get the most out of the certificate.
- Use the examples and templates for inspiration.
- Put November 1st in your agenda to give your certification an extra boost.



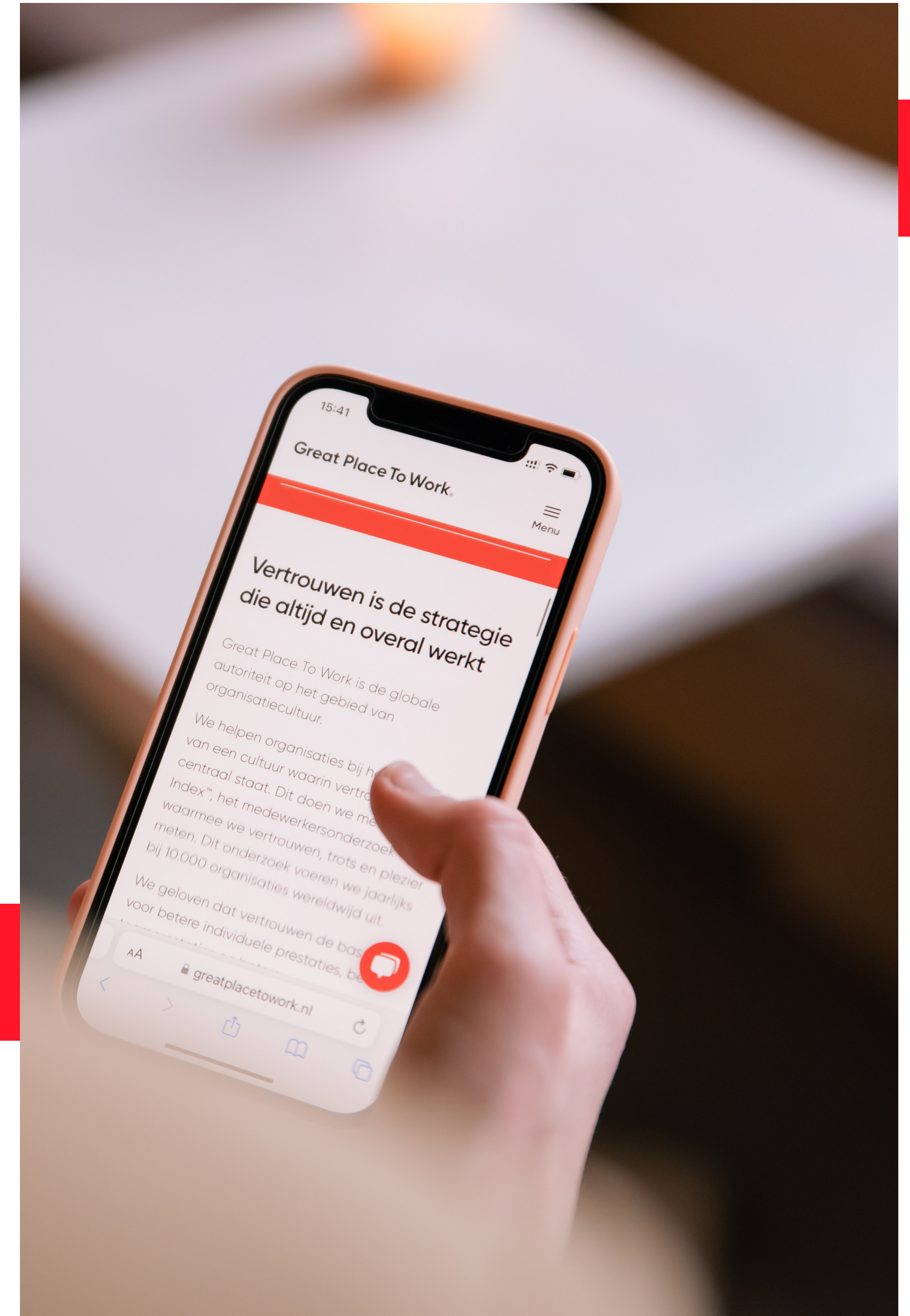
Poll

How can we help (multiple options possible)?

- A personal checklist-check
 - Help with creating the social posts
 - Getting started with the survey results
 - Drawing up our people strategy
 - I'll dive into the goodiebag first and come back with any questions!
- 

Digital goodiebag

- Whitepaper Employer Branding
- Toolkit with tips for a good employer page
- Research report - Culture of mediocrity in the Dutch workplace
- Social Media templates for Certification Nation Week
- Interactive checklist
- Slides webinar
- Recording webinar





Questions?

- Data: Customer Success Manager
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