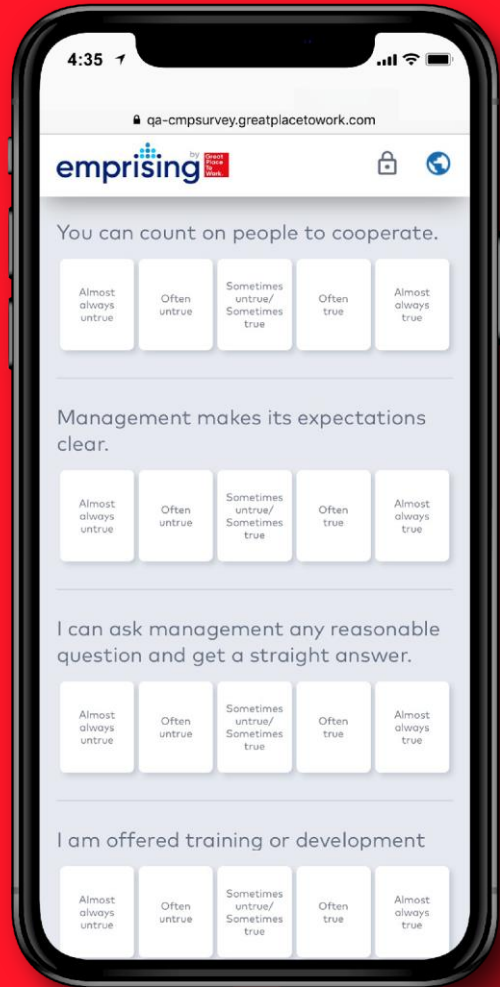




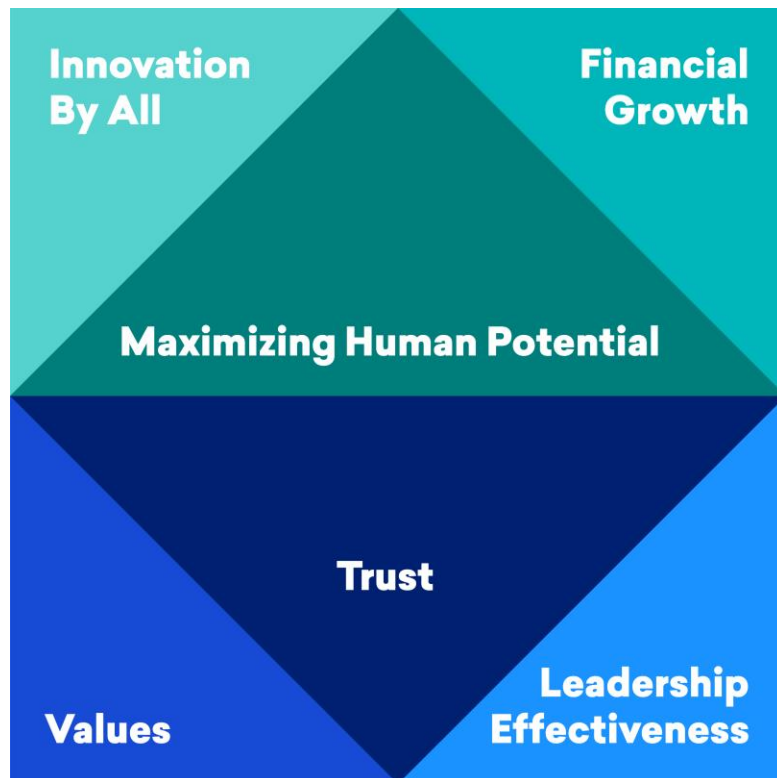
The Global Authority on Workplace Culture



**100 million employees.
10,000 companies.
98 countries.
30+ years of research.**

**Our mission is to help
every place become a
great place to work for all.**

For All™ Model & Methodology



For All™ Model

Great workplaces for all maximize their human potential through effective leadership, meaningful values, and a deep foundation of trust with all employees, regardless of who they are or what they do.

Methodology

When those are in place, these workplaces benefit from improved innovation and financial growth. Our For All™ Methodology is based on this model and is how we select all our Best Workplaces Lists.

How positive is your employee experience?

Average of all Great Place To Work® Model Statements, 2021 Benchmarks

Great Place To Work® Normative Study, 2021



Apply for Certification™



Three steps to Certification™

Step 01

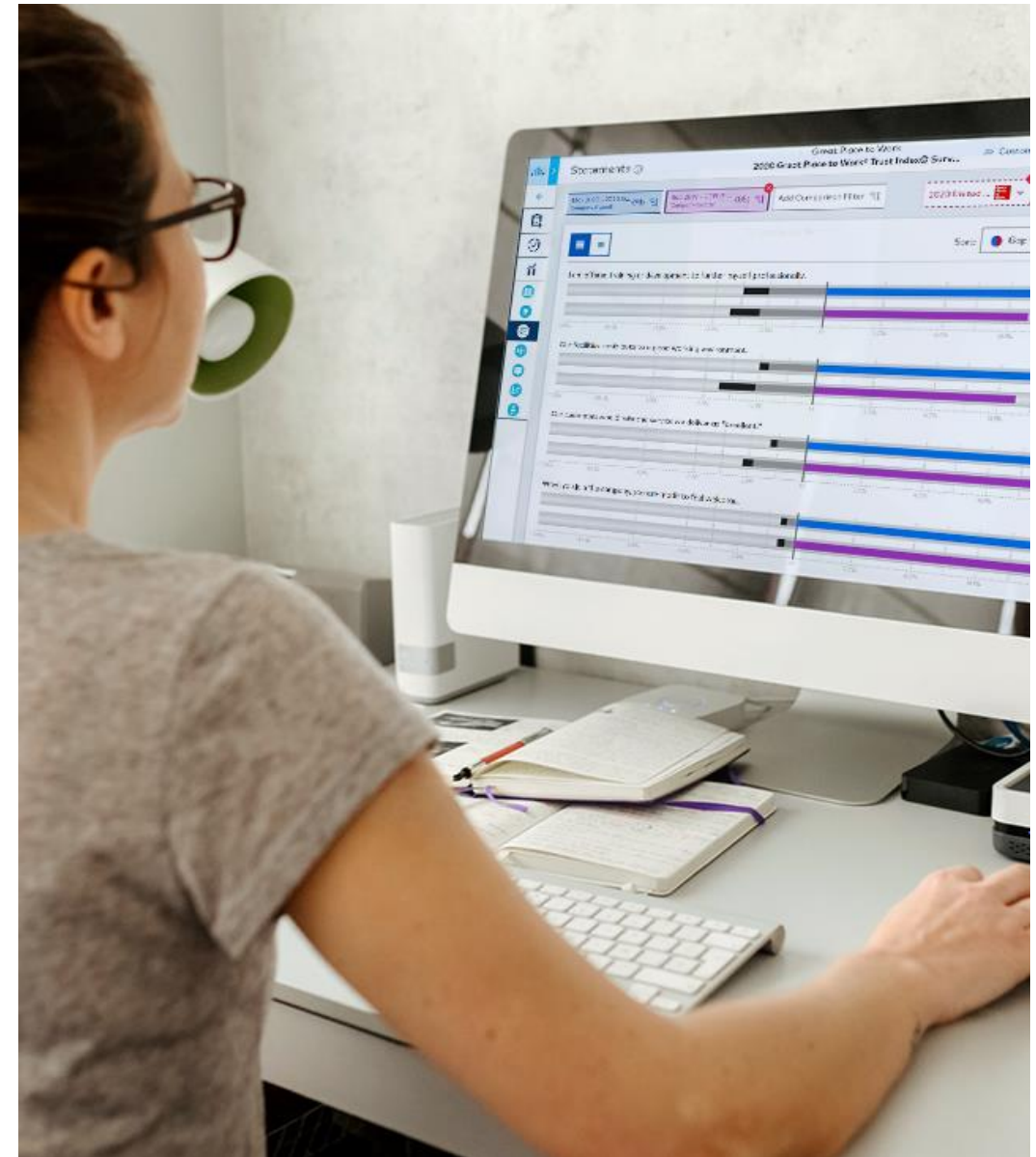
Survey your employees

Select a two-week period to launch the Trust Index™, our research-backed employee experience survey.

Step 02

Complete the Culture Brief

Fill out a short questionnaire about your company culture and workforce.

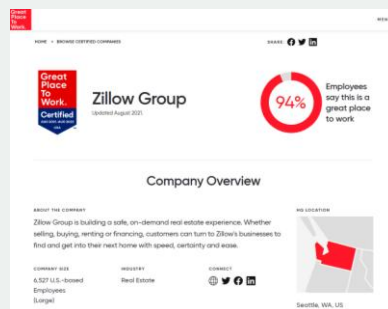


Three steps to Certification™

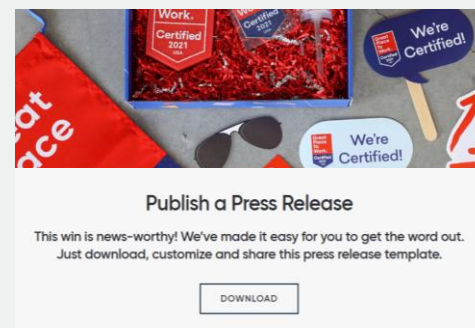
Royalty-Free Badge



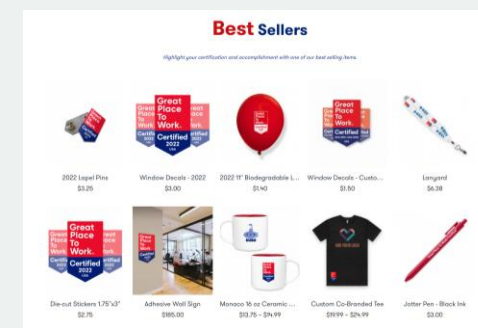
Certified™ Profile



Media Toolkit



And more!



Step 03

Promote and celebrate Certification

When 7/10 employees report a great experience, you're Certified™!
Access your suite of employer branding tools and promotional assets.

Trust Index Survey: Focus Areas



Credibility

The Credibility dimension measures the extent to which employees see management as credible.



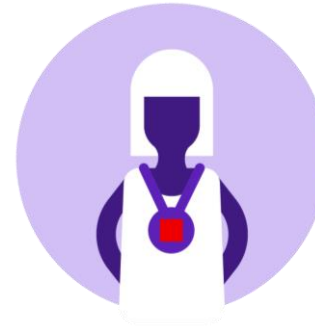
Respect

Respect dimension measures the extent to which employees feel respected by management.



Fairness

The Fairness dimension measures the extent to which employees feel that management's practices are fair.



Pride

The Pride dimension measures employees' sense of pride in their work by assessing the positive way they regard their jobs, team or work group, and the company.



Camaraderie

Camaraderie measures employees' sense of enjoyment in the workplace by assessing the level of intimacy they experience.

Benefits of being **Great Place To Work Certified™**



Attract Talent

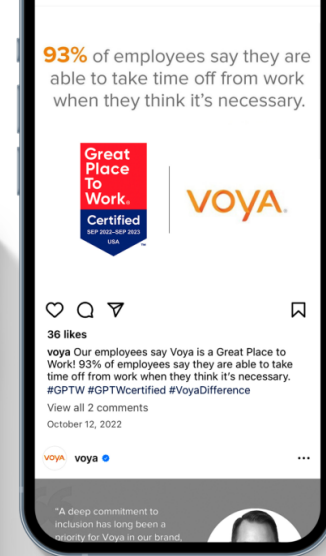
With Great Place To Work
Certification™ job seekers are

15x

more likely to pick your workplace

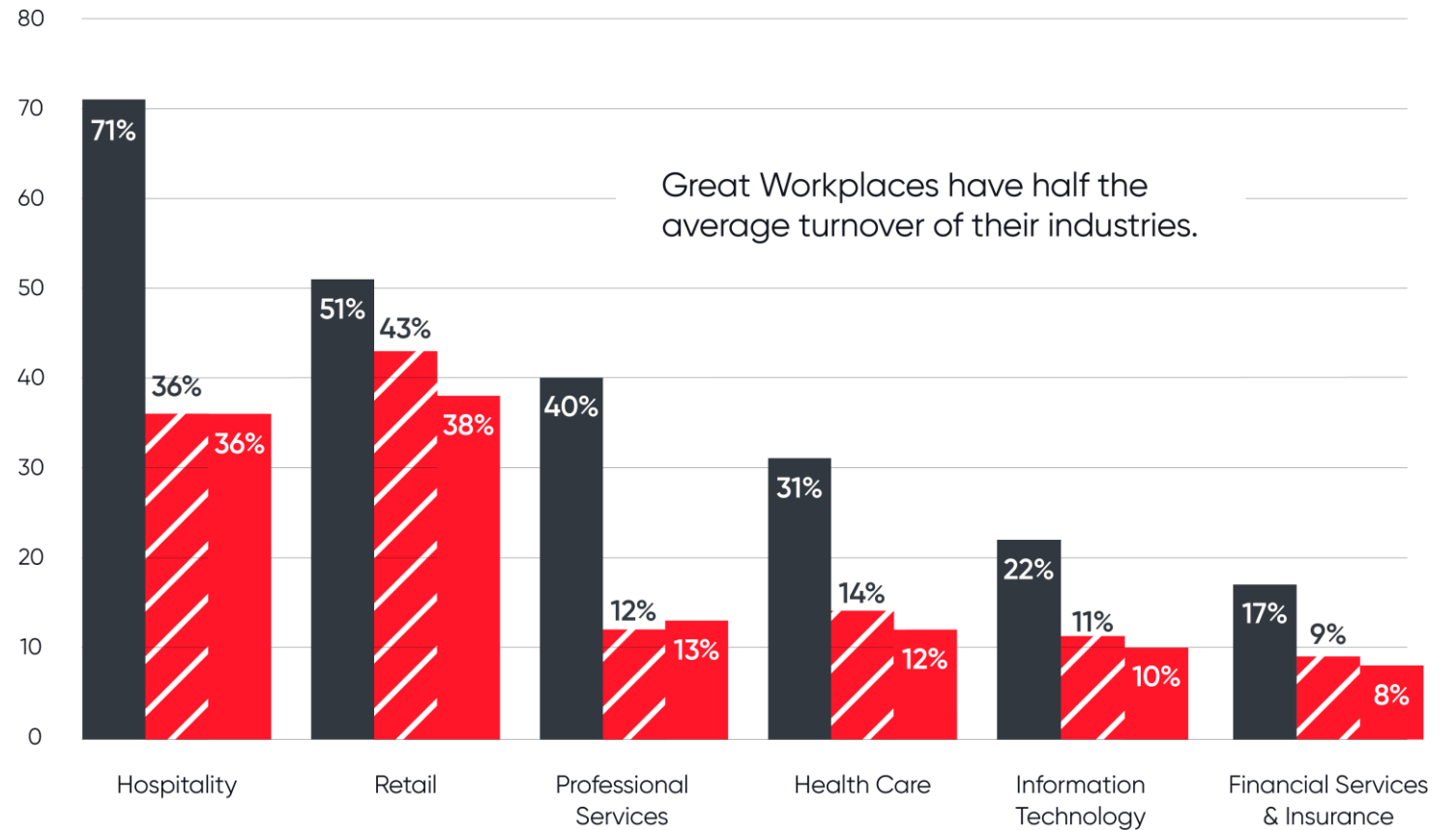
Source: Great Place To Work®

Great Place To Work®

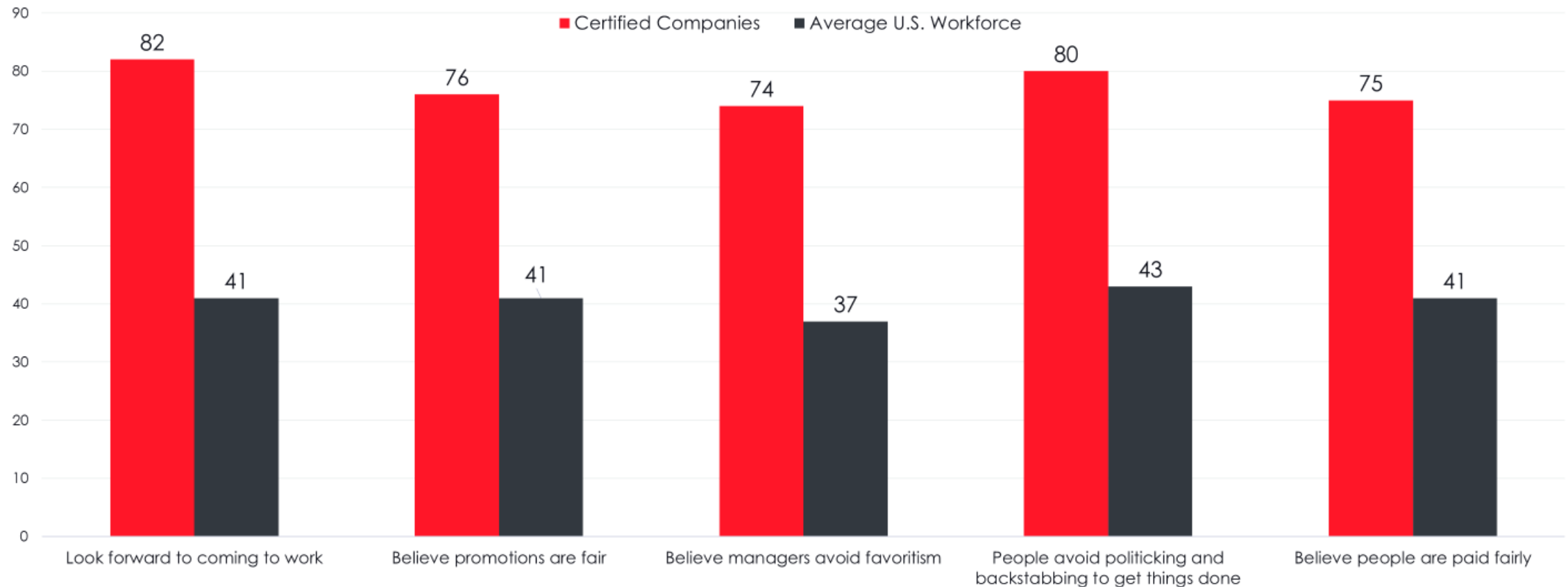


2022 100 Best Companies to Work For vs. Certified™ Companies

- 2022 Industry Rate (Bureau of Labor Statistics)
- ▨ 2022 Certified Companies
- 2022 100 Best Companies to Work For



Great Place To Work Certified™ companies outperform their peers in trust in leadership.



Great Place To Work Certified™ companies strategically promote their employer brand.



Hiring Differentiators

Increase awareness of your stellar workplace culture by joining the exclusive Certified community.

[#GPTWcertified](#)



Employer Value Prop

Engage quality candidates, build trust during the hiring process, and increase your close-rates in a crowded job market.



Employee Endorsements

Tap into the most credible, loyal and effective brand evangelists: engaged employees.

Great Place To Work Certified™ companies **outperform on Talent Management KPI categories.**

01

Attraction

- Top of funnel recruitment
- Quality leads
- Referral volume
- Cost per hire

02

Retention

- Leadership and mentorship readiness
- Workplace planning and predictability
- At-risk and burnouts
- Knowledge retention

03

Engagement

- Employee satisfaction
- Wellbeing and safety
- Quality of Work
- Productivity

What makes us the most respected recognition program worldwide

Proven Model and Methodology focused on building a foundation of trust within the workplace.

Strong Global Presence surveying over 100 million employees in over 98 countries across dozens of industries.

Credible Recognition to promote your organization as a Great Place to Work® Certified™ company.

Best-in-Class Benchmarking to show you how you compare you to the best, not the norm.

Culture Coaching experts available to extract insights and explain where to invest to elevate strengths and close gaps.

Beyond Certification™



Additional Recognition Opportunities

Fortune Best Workplaces™ + PEOPLE Companies that Care® Lists

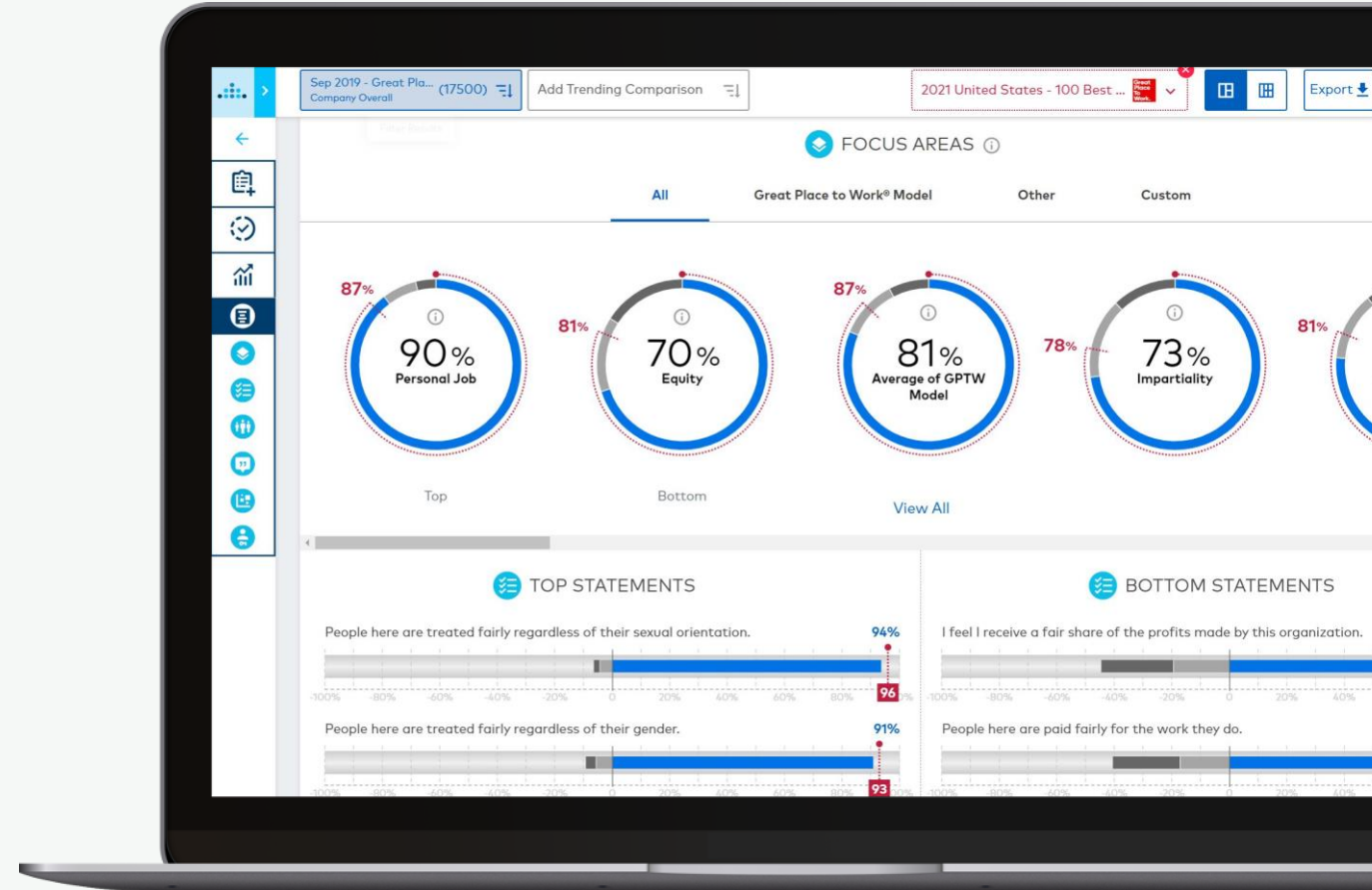


Certification is the first step to being considered for up to 20 U.S. Best Workplaces lists.*

*Must meet eligibility requirements. Lists are published in partnership with *Fortune* and *PEOPLE*. Additional licensing fees are required to use *Fortune* and *PEOPLE* branding and badges.

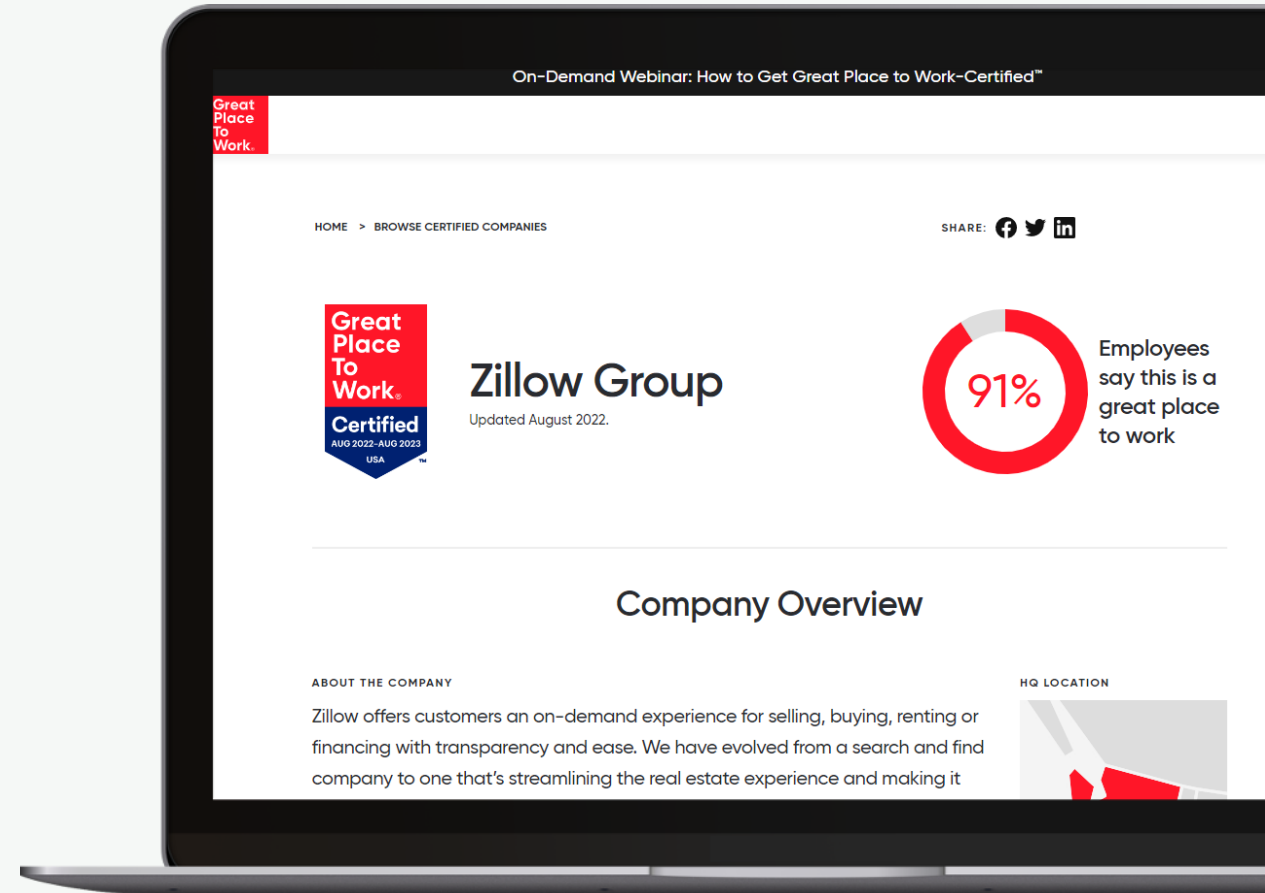
Insights & Data

- High-level survey results summary
- Employee comments
- Interactive dashboards
- Demographic comparisons
- Heat maps
- Detailed reporting and exports
- National benchmarks



Certified Company Profile

- Join the searchable database of employee-validated great workplaces
- Promote a snapshot of why your employees say your company is great



Great starts here.



Analyze Subscription

Survey

- ✓ Employee Trust Index™ all US-based employees
- ✓ Survey employees in non-US countries with less than 10 employees
- ✓ Default employee demographics (on-survey)
- ✓ Custom survey questions and demographics (on-survey)

Data + Insights

- ✓ High-level survey results summary
- ✓ Employee comments
- ✓ Interactive dashboards
- ✓ Demographic comparisons
- ✓ Heat maps
- ✓ Detailed reporting and exports
- ✓ National benchmarks

Recognition

- ✓ Certified company profile published on greatplacetowork.com
- ✓ Royalty-free Certified™ badge and media toolkit
- ✓ Consideration for up to 20 U.S. Best Workplaces lists*

Support

- ✓ Technical support
- ✓ Dedicated Success Manager

*Must meet [eligibility requirements](#). Lists are published in partnership with *Fortune* and PEOPLE. Additional licensing fees are required to use *Fortune* and PEOPLE branding and badges.

1-Year Investment
\$6,500

2-Year Investment
\$5,995/year

Assess Subscription

Survey

- ✓ Employee Trust Index™ Survey up to 5,000 US-based employees
- ✓ Default employee demographics (on-survey)

Data + Insights

- ✓ High-level survey results summary

Recognition

- ✓ Certified company profile published on greatplacetowork.com
- ✓ Royalty-free Certified™ badge and media toolkit
- ✓ Consideration for up to 20 U.S. Best Workplaces lists*

Support

- ✓ Technical support
- ✓ Dedicated Success Manager

*Must meet [eligibility requirements](#). Lists are published in partnership with *Fortune* and PEOPLE. Additional licensing fees are required to use *Fortune* and PEOPLE branding and badges.

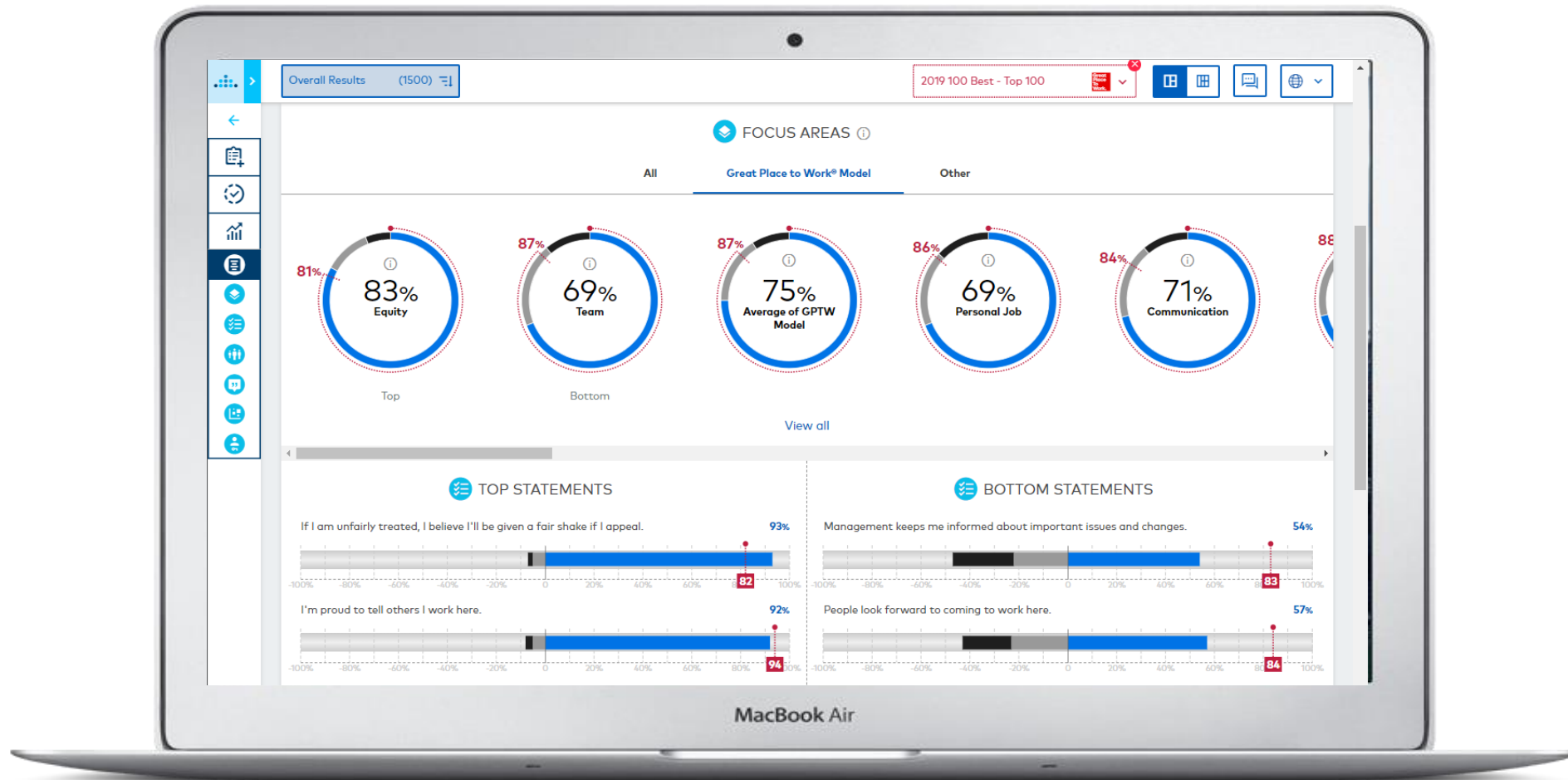
1-Year Investment
\$4,500

2-Year Investment
\$3,995/year



Emprising

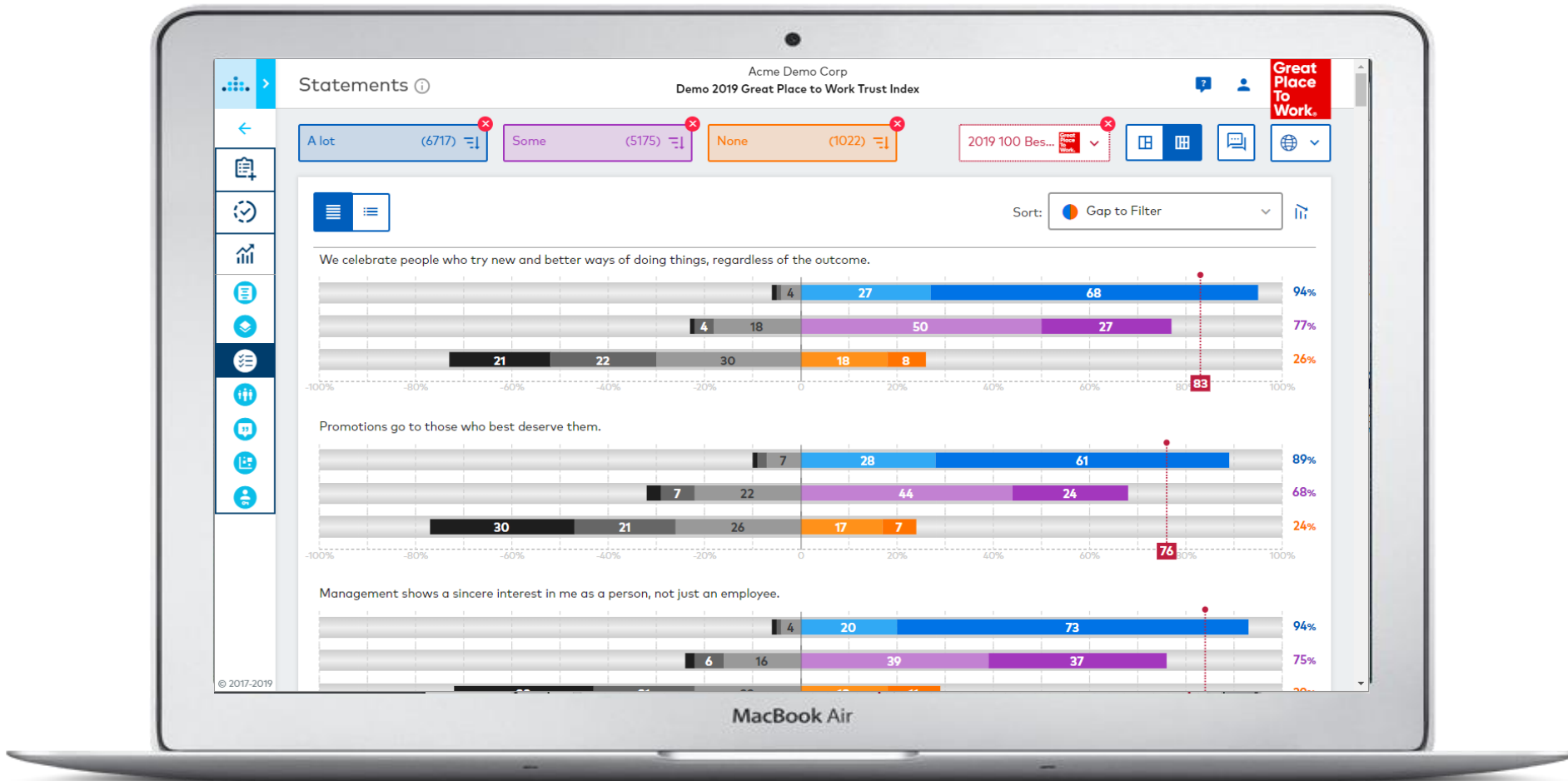
Survey Results



Demographic Comparisons



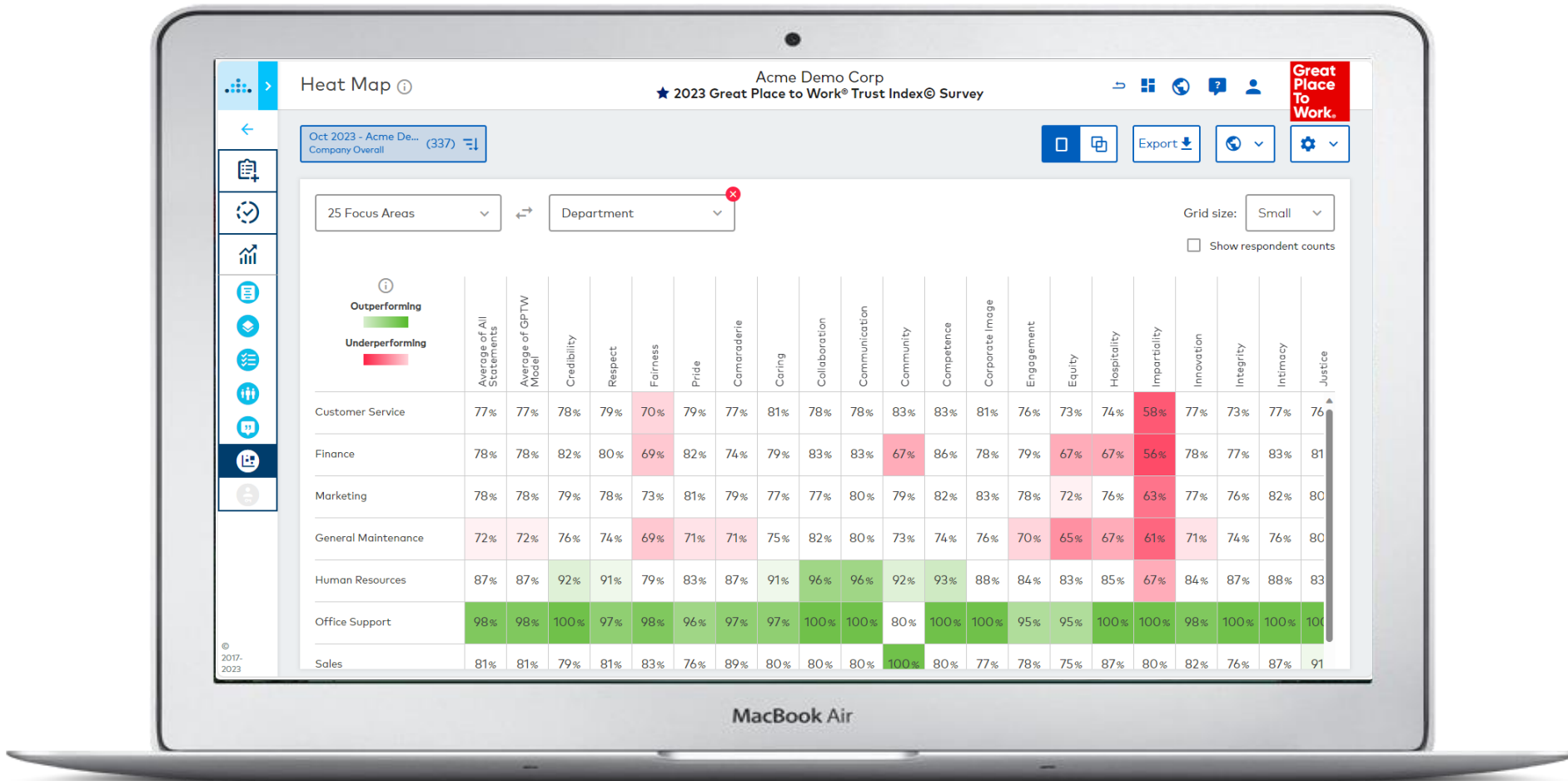
Statements



Focus Area Comparison



Heat Map



Employee Comments

