

Employer Branding Offerings

2023



Top Talent wants to work with the Best Organizations...
Share your culture story and attract the Best talent

Click images to open examples

CAMPAIGN DETAILS

Let the FACTS work for you

Stand out to top talent leveraging FACT based content marketing.

Our content marketing is based on the DATA & FACTS, authentic and trusted in the market because it's built on facts your employees have shared. This unique approach means aligning your employee brand with the genuine experience top talent can expect in your workplace.

Top talent wants to work with the best organizations in the industry. Leverage this gold standard of corporate culture measurement to:

- Define yourself as the Best
- Attract top talent with the right fit for you
- Differentiate yourself by sharing the genuine employee experience in your workplace

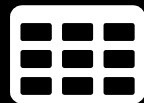
CEO Spotlight: Harry Blum



When you're a CEO, moments matter. It's amazing how the little things you do can impact the culture. These don't just affect the culture of your company but also how individuals in your organization feel.

Great CEOs not only connect with the minds but also with the hearts and emotions of employees. Such leaders are able to communicate a compelling and inspiring vision for their organization's future. The best CEOs understand that they're always on stage and the mic is on.

In this CEO Spotlight, I sit down to chat with **Harry Blum**, national managing partner at **RSM Canada** to learn all about how they've



LinkedIn

26,000+ Followers

1.4M Yearly Impression



Greatplacetowork.ca

Average 60,000 monthly
visitors



Great Place to Work

Operate globally
over 50 countries across six
continents.

Great Place to Work® Canada
25,676 followers
Join • Edited •

Great Place to Work®

Best Workplaces™ for Mental Wellness 2022

CEO Spotlight
WITH KEVIN STRAIN
President & CEO
at Sun Life

The New Era of Hybrid Work is Here
Best Workplaces™ for Hybrid Work 2022 in Collaboration with Microsoft

SEE THE WINNERS

INTRODUCTION

Amplify Your Employer Brand

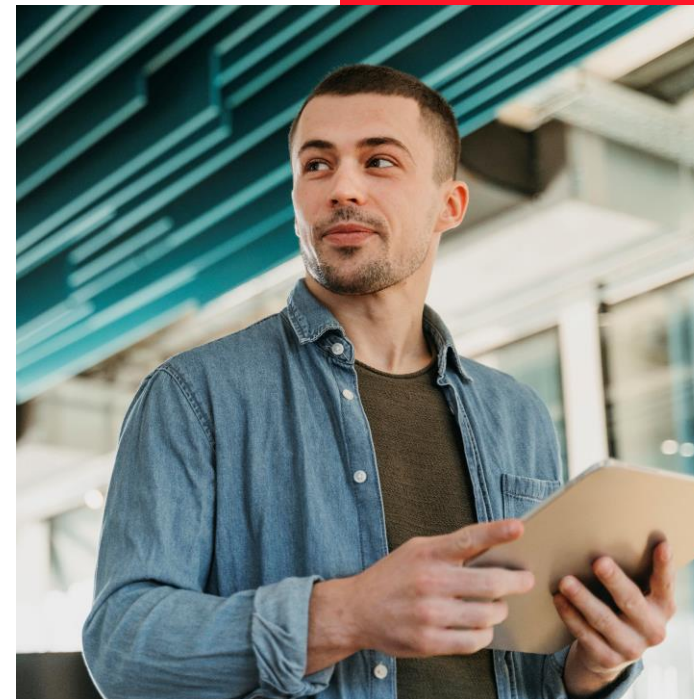
With our high-powered stack of opportunities designed to:

Enable your employer of choice strategy.

Extend your reach to quality, engaged audiences.

Position your organization as leading with culture.

Differentiate your organization by sharing the genuine employee experience data and facts



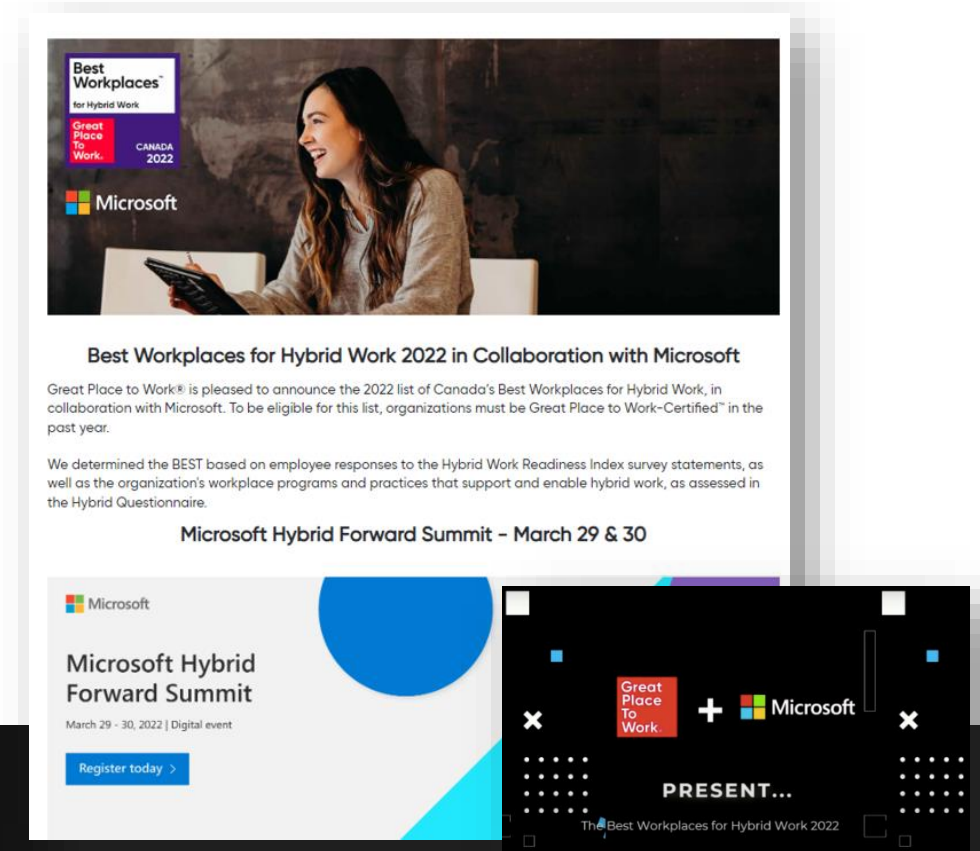
Partnering with Great Place to Work will position you as a thought leader, and a builder of business that leads with culture and employee experience at its center. Driving relevant traffic and helping define your employer brand.

Latest collaboration

Click images to open examples



DHL
SEO Written Content



Microsoft
Title Sponsor of Our
Best Workplaces for Hybrid Work

Great
Place
To
Work®



COLLABORATION OPPORTUNITIES

Employer Branding Package

Written Content Package

Article

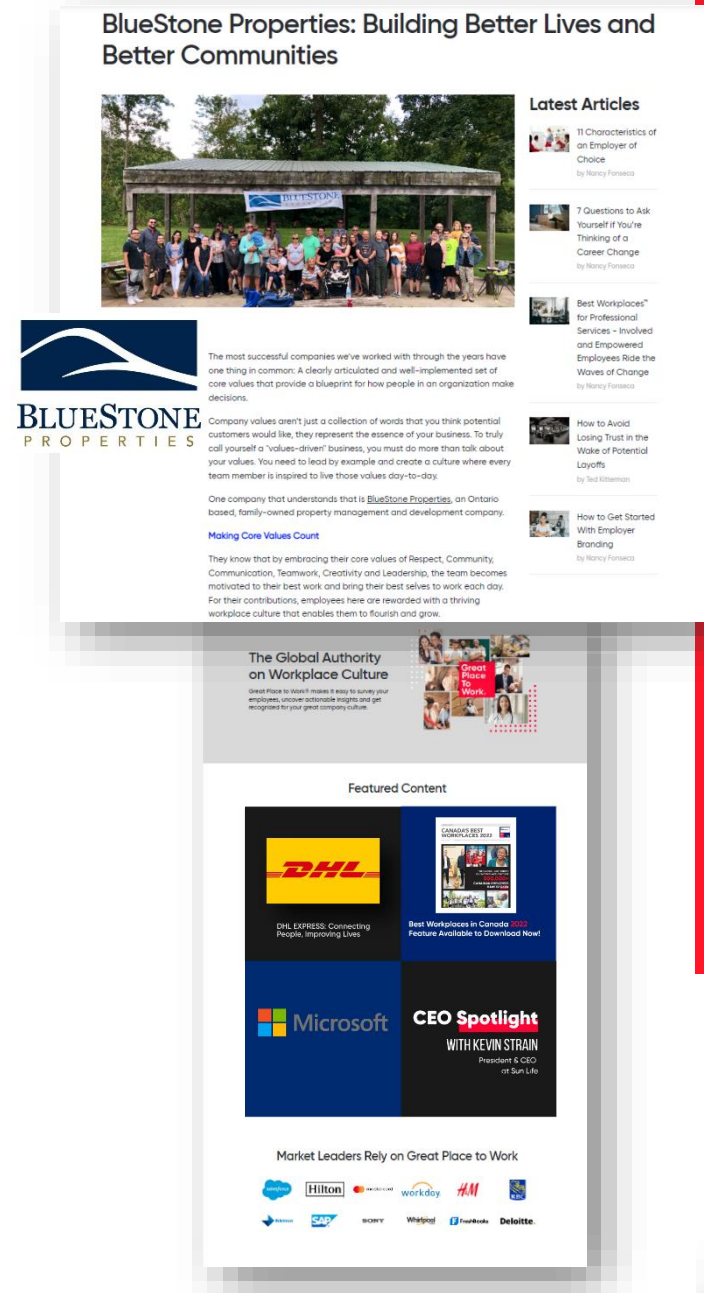
- One **custom SEO editorial article** (up to 900 words)
- Built in alignment with client brand priorities and insights from employee survey data
- Article written in collaboration with **Great Place to Work**
- 1 CTA to client chosen URL, and 3 in-text hyperlinks
- Content hosted online at Greatplacetowork.ca
- Article afterward owned by client for future use

Exposure

- **390,000+ website visitors annually** through organic traffic
- Article will be included in our monthly newsletter
- Inclusion of link to client's gated content
- Promoted on homepage and linked to client site/content
- Multiplatform digital advertising
- Performance reports and consultations

Social video comes to life with Data and Facts

- Tells story from article in visually engaging format
- **3 co-branded slides** in video format created by Great Place to Work, approved by client
- We will post your **video + article** through our 26,000+ follower LinkedIn and Social followers
- Client owns post content after delivery for future use
- Guarantee LinkedIn **7,000 - 20,000 Views** with targeted audience impressions



Click images to open examples

Thought Leadership Package

Fireside Chat/Webinar

- Informal yet structured interview, sharing insights and knowledge in a relaxed conversational approach
- Q&A format / discussion
- The fireside chat typically runs between 30-45 minutes long.

Masterclass

- Focus on one topic to building out 5-6 key points through interview format
- Key learning objectives, with you as the expert sharing knowledge
- We will guide the flow of topic based on the given topic and key points
- Typically runs between 45-60 minutes long.

CEO Spotlight

- Q&A either written or video format focuses on leadership lessons learned during their career (topic examples – how to lead with culture, leading high performance teams, leading with empathy...)

Exposure

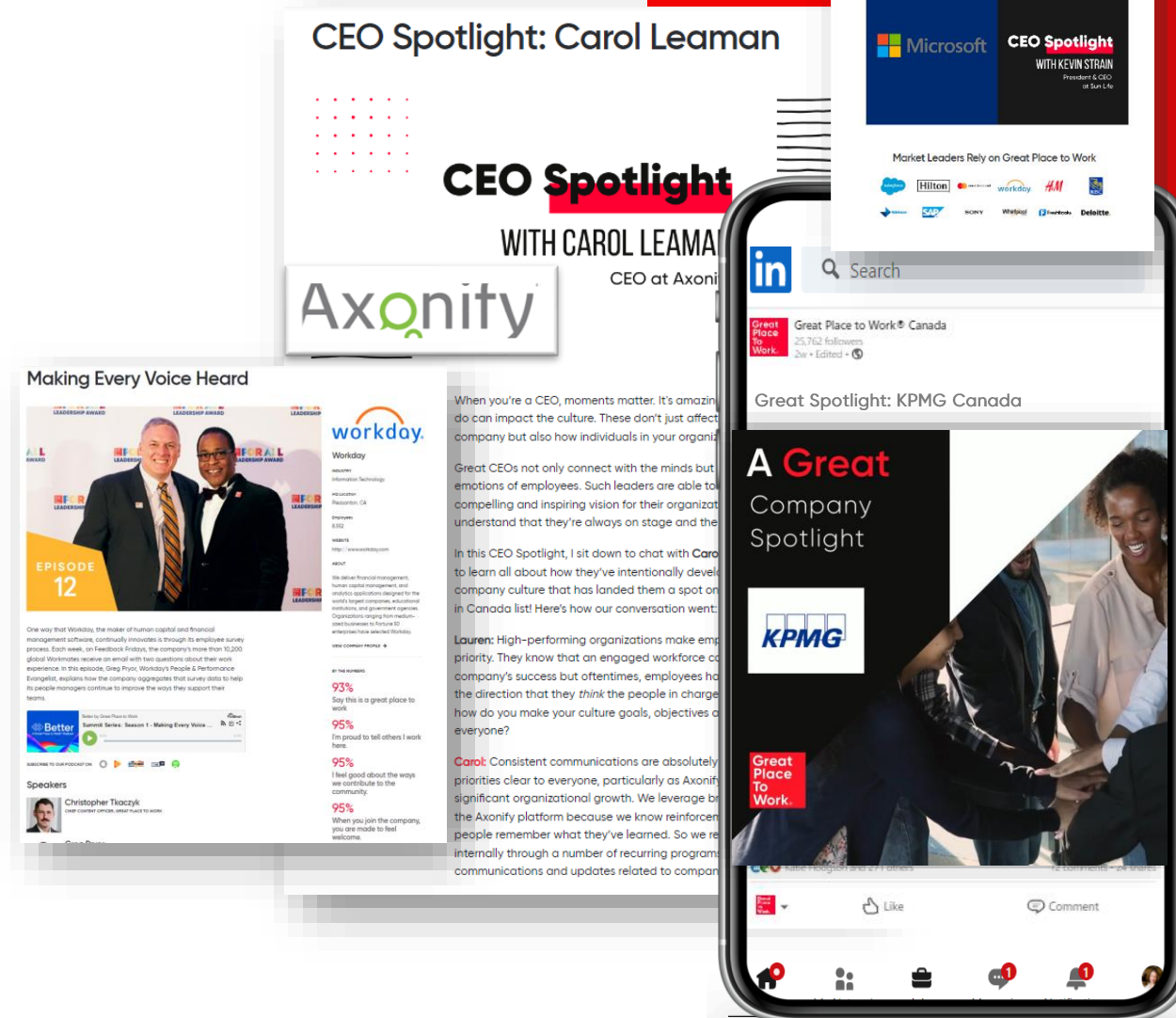
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Choose between:

**Virtual Fireside Chat, Webinar,
Masterclass or CEO Spotlight**



Title Sponsor Best Workplaces List Package



Choose Your Preferred List (...Women, Financial Services, Inclusion, Mental Wellness...)

- Title Sponsor of One of Our Best Workplaces Lists.
 - (example – “Best Workplaces for Hybrid Work brought to you by Microsoft”)
- Create Your Own 30-Second Video Introduction to be Included in our Announcement Video and shared on social media.
- Pen/sign a written introduction and congratulatory note, from your CEO on the Best Workplace list page on our website and shared in our newsletter.
- CEO Spotlight focused on leadership lessons learned during their career or advise on leading with culture
- Written Content (up to 800 words) in alignment with client brand priorities and insights from employee survey data

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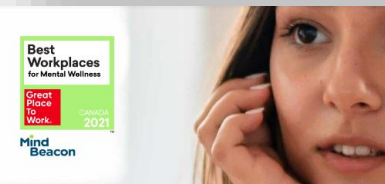
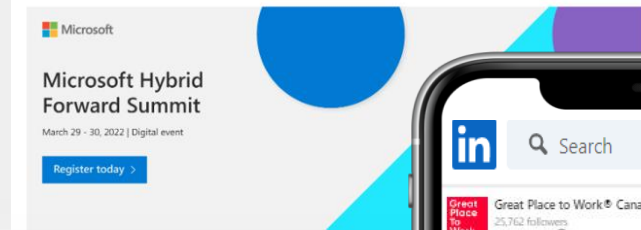


Best Workplaces for Hybrid Work 2022 in Collaboration with Microsoft

Great Place to Work® is pleased to announce the 2022 list of Canada's Best Workplaces for Hybrid Work, in collaboration with Microsoft. To be eligible for this list, organizations must be Great Place to Work-Certified™ in the past year.

We determined the BEST based on employee responses to the Hybrid Work Readiness Index survey statements, as well as the organization's workplace programs and practices that support and enable hybrid work, as assessed in the Hybrid Questionnaire.

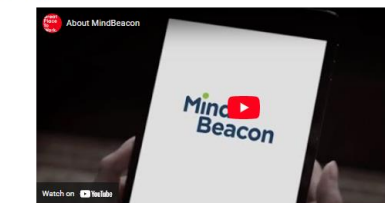
Microsoft Hybrid Forward Summit - March 29 & 30



Best Workplaces™ for Mental Wellness 2021 Brought to You by MindBeacon

Great Place to Work is pleased to announce the 2021 list of Best Workplaces for Mental Wellness. To be eligible for this list, organizations must be Great Place to Work-Certified in the past year and at least 75% of employees must agree their workplace is emotionally healthy. We determined the BEST based on the overall Mental Wellness Index score from employee and quality of programs which encourage mental wellness. The Best Workplaces for Mental Wellness put employee forefront. They know that building a healthy company for their customers starts with building a healthy company. Learn more about becoming a Best Workplace.

MindBeacon is focused on mental health. It is all they do, and they get results. MindBeacon's Workplace Mental Wellness program empowers employees to take control of their mental health. MindBeacon's program is proven to improve employee mental wellness by 82%, resulting in performance, increased productivity and reduced absenteeism and turnover. Watch the video below to see how your employees thrive.



Click images to open examples



COLLABORATION OPPORTUNITIES

À la carte solutions

Social Media Posts

We use your survey data, photography, short statement from your organization to create a company spotlight

Social video comes to life with Data and Facts

- Tells story from article in visually engaging format
- **3 co-branded slides** in video format created by Great Place to Work, approved by client
- We will post your **video + article** through our 26,000+ LinkedIn and Social followers
- Guarantee **7,000 - 20,000 Views** with targeted audience impressions
- Multiplatform digital advertising
- Client owns after delivery
- Call to action and click through to client chosen URL
- Client can use posts on own channels and share as they wish

“

At Jaybro Group we are genuinely values driven and people first focused. A lot of organisations say this, but here we actually live it. At Jaybro Group we have a saying “We Grow Together”, as the business grows, our people grow with us and we invest significantly in developing our team. We value our people’s input and ask for their feedback fortnightly through our internal engagement tool Officevibe, because we put our people first. In addition, we want every employee to think, act and feel like an owner, and we reward and recognise our team for their contribution to the growth of the business. It’s a special and exciting journey to be part of.

– Alison Passey, Group HR Manager



servicenow

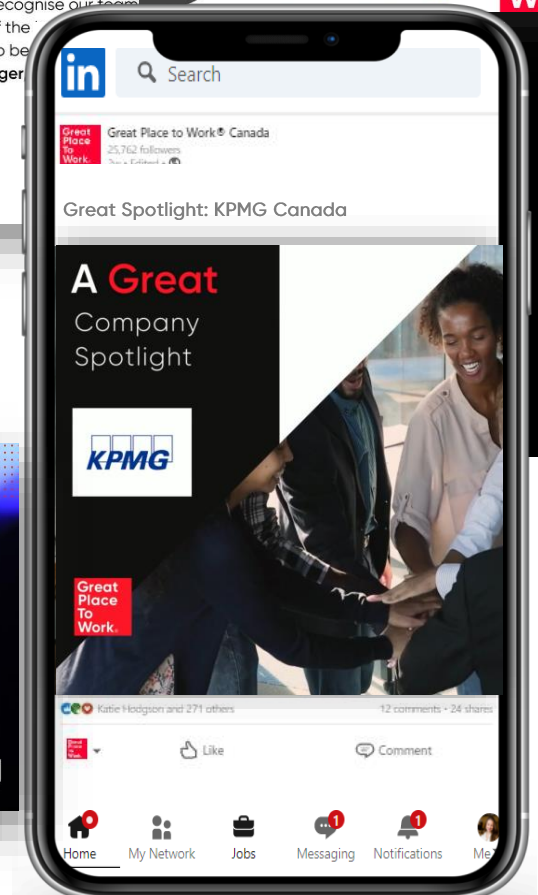
Great Place To Work®



“

KPMG celebrates our people through Spotlight, Thanks, and Above & Beyond Programs. Because we want our people to be able to say “thank you” often and easily, this program is also accessible through mobile devices and tablets. This enables our people to recognize and be recognized on the go—anytime, anywhere. Great work is regularly recognized as a means of reinforcing the business strategy, because recognition is critical to motivating, satisfying, and retaining the best employees.

”



A La Carte Solutions

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SEO Content Article

- Join forces with our Top SEO Content Writer to uncover what makes you stand out as an employer of choice in your industry.
- Tell us your story and we'll write it for you, ensuring we capture what's special about your organization.
- This is an ideal format for those companies looking to extend the reach of their employer brand and have their employee experience promoted organically.
- Content will be hosted online at [Greatplacetowork.ca](https://www.greatplacetowork.ca) we will promote the article on our social media channels to drive impressions and engagement.
- The content will be between 800-1000 words, and you'll have the opportunity to share images, quotes and hyperlinks to support key

Righteous Gelato: Enriching People's Lives One Tiny Spoonful at a Time



Latest Articles

- 7 Questions to Ask Yourself if You're Thinking of a Career Change
by Nancy Foreman
- "Best Workplaces" for Professional Services - Involved and Empowered Employees Ride the Waves of Change
by Nancy Foreman

- How to Avoid Losing Trust in the Wake of Potential Layoffs
by Ted Killebrew

- How to Get Started With Employer Branding
by Nancy Foreman

- "Best Workplaces" for Professional Development - Employee Growth Drives Business Success
by Nancy Foreman

Spotlight on a Company that's Clearly Hitting its Stride – Smart Dolphins



Smart Dolphins IT SOLUTIONS INC.

27 APRIL 2021

The last year has completely redefined the way teams communicate and work. Remote work used to be offered by some companies as a way to facilitate a flexible lifestyle for their employees, it has now become the norm for most businesses. While this transition has been more difficult for some than others, many have learned that remote work does, in fact, work.

With great attention and care, *Smart Dolphins IT Solutions*, a Vancouver Island organization helping businesses efficiently and securely harness the power of technology, has itself implemented a hugely successful, fully remote workplace for all. And with multiple wins on our "Best Workplaces" lists, including ranking 15th on this year's highly

Latest Articles

- 11 Characteristics of an Employer of Choice
by Nancy Foreman

- 7 Questions to Ask Yourself if You're Thinking of a Career Change
by Nancy Foreman

- "Best Workplaces" for Professional Services - Involved and Empowered Employees Ride the Waves of Change
by Nancy Foreman

Cultivating Culture

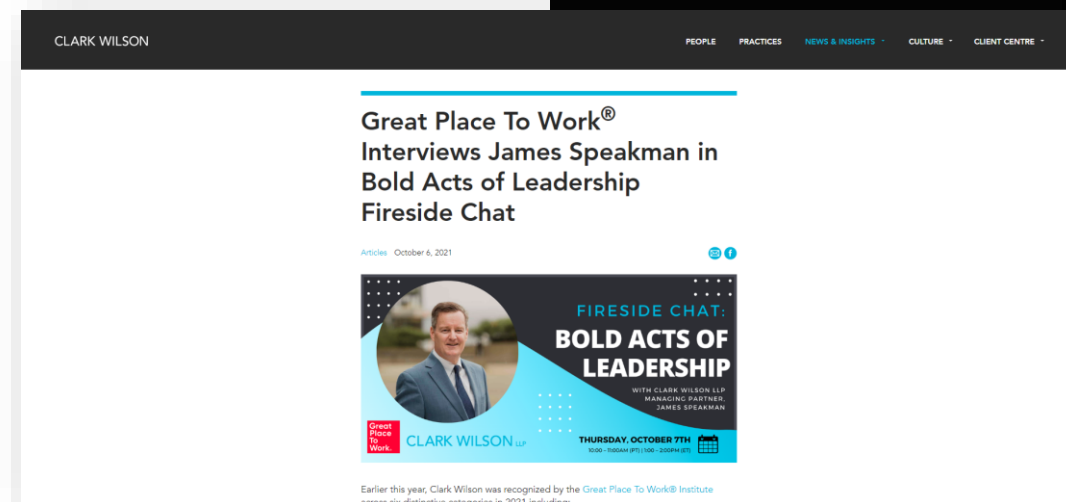
At *Righteous*, they've created a space that invites team members to add to their culture by sharing perspectives, skills, experiences, stories and favorite things. At the heart of their people-first culture is the ability to nurture genuine connection with one another and empower employees to truly be seen by bringing their whole selves to work. It's not always easy for individuals to show up this way, especially at work but *Righteous* leads the way when it comes to fostering an open and safe environment that encourages everyone to come as they are.

"Culture is not something you do, it's who you are" says James Boettcher, Co-founder & CEO of *Righteous Gelato*. "I've learned that if you don't put all your heart and soul into it, you won't know about business was known to me. I wanted to be treated with respect and I wanted more respect."



Fireside Chat or Webinar

- A fireside chat is an informal yet structured interview between a moderator (Great Place to Work) and a guest.
- Fireside chats often come in conversational question-and-answer formats, making the audience think about the questions being asked. By answering these questions during the casual discussion, the guest will impart useful information to the audience, while allowing their approach to company culture shine through.
- To get the best from a fireside chat, we recommend making the chat as interactive as possible. We encourage the audience to ask questions and give them some leeway to direct the conversation.
- The fireside chat typically runs between 30-45 minutes long.



CLARK WILSON_{LLP}

Masterclass

- A masterclass is an immersive online experience, which gives attendees the opportunity to learn from experts on topics relating to Company Culture, Leadership and People Management.
- This is an ideal format for the brightest minds to impart wisdom and advice stemming from real-life experiences.
- To get the most from a Masterclass, we recommend focusing on one specific topic and building out 5-6 key points you want to get across.
- The Masterclass typically runs between 30-45 minutes long.



Microsoft

Fireside Chat: Insights on the Changing Nature of Work

In this fireside chat, Jason Brommet, Modern Work and Security Business Group Lead at Microsoft Canada, talks to Alison Grenier, Head of Research and Culture at Great Place to Work Canada on the key insights that emerged from our research on the next normal - hybrid work.

Learn more about managing hybrid teams and accelerating employee engagement in a hybrid environment over on our blog.

[READ THE BLOG](#)



A La Carte Solutions

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CEO Spotlight

- Your CEO/Leader offers some lessons learned though out their career or advise on leading with culture.
- This is a 5 Question & Answer format and added to our newsletter and posted as a blog.
- This is an ideal way to impart wisdom and advice stemming from leadership lessons learned.
- Perfect approach to pick up quotes that can then be used in social media platforms to promote the leader's profile.

CEO Spotlight: Kevin Strain



Sun Life

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Great CEOs not only connect with the minds but also with the hearts and emotions of employees. Such leaders are able to communicate a compelling and inspiring vision for their organization's future. The best CEOs understand that they're always on stage and the mic is on.

In this CEO Spotlight, I sit down to chat with Kevin Strain, President & CEO at Sun Life to learn all about how they've intentionally developed an award-winning company culture that has landed them a spot on the 2022 Best Workplaces in Canada list! Here's how our conversation went:

Lauren: High-performing organizations make employee communications a priority. They know that an engaged workforce contributes to the company's success but oftentimes, employees have a tendency to move in the direction that they *think* the people in charge want to go. At Sun Life, how do you make your culture goals, objectives and priorities clear to everyone?

Kevin: As a global leader, it's important that we align our strategy with helping our Clients. Last year, we launched outcomes and have



Swiss Re Corporate Solutions

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In this CEO Spotlight, I sit down to chat with Monica Ningen, CEO at Swiss Re Canada to learn all about how they've intentionally developed an award-winning company culture that has landed them a spot on the 2022 Best Workplaces in Canada list! Here's how our conversation went:

Lauren: High-performing organizations make employee communications a priority. They know that an engaged workforce contributes to the company's success but oftentimes, employees have a tendency to move in the direction that they *think* the people in charge want to go. At Swiss Re, how do you make your culture goals, objectives and priorities clear to everyone?

Monica: That's a great question and I agree that we cannot succeed without consistent, effective communication. For us, it starts with intention. Each year we clearly articulate our financial goals, along with both short

CEO Spotlight: Monica Ningen



Our Analytics.

LinkedIn Audience Insights 26,000+ Followers

Top Industries

- Information Technology & Services: 15%
- Financial Services & Banking: 10%
- Computer Software & Internet: 7%
- Professional Services & Manufacturing: 15%
- Retail & Hospitality: 10%
- Higher Education: 3%

Company Size

- 1,000+ Employees: 46%
- Less Than 1,000 Employees: 54%

Level of Seniority

- Management & Individual Contributors: 46%
- Senior Managers & Directors: 47%
- Executive Management: 7%

Video Views

- Total Views: 170,000
- Average Engagement Rate: 8.5%
- Average Click-Through Rate: 3.3%
- Total No. of Impressions: 110,000

*All results are organic, there has been no paid promotion.

Website Audience Insights

Greatplacetowork.ca

390,000+ unique visitors annually

Activity

- Sessions: 478,882
- Page Views: 829,466

Visitor Demographics

- Female: 53%
- Male: 46%

Traffic Source

- Direct: 61%
- Organic Search: 23%
- Social: 5%
- Referral: 11%

- Unique Pageviews: 679,524
- Pages / Session: 1.73

*All results are organic, there has been no paid promotion.

We Work With Many of the World's Leading Brands



Pricing

Great Place To Work®	Social Media Post	Written Content	Thought Leadership	Title Sponsor Best Workplaces List
	\$3,000	\$8,000	\$15,000	\$50,000
Social Video. (3 co-branded slides)	☑	☑	☑	☑
Promo Video Customized Recognition as Title Sponsor on communications				☑
Exposure - Multiplatform digital advertising		☑	☑	☑
Logo recognition on GPTW Homepage		☑	☑	☑
Content Article (Up to 900 words)		☑		☑
Fireside Chat / Webinar / Masterclass			☑	
CEO Spotlight				☑
Title Sponsor Best Workplaces				☑
Social Media Post Promotion to Target Audience projected 20,000 additional views	☑	☑	☑	☑

A La Carte Options

Social Video Post 3 co-branded slides	Stand alone Social video post	\$2,500
SEO Content Article (Up to 900 words)	Mutimedia advertising and social video not included	\$5,000
Fireside Chat / Webinar / Masterclass	Stand alone event recorded for distribution and use by client.	\$10,000
CEO Spotlight	Stand alone spotlight, promoted on GPTW website	\$10,000
Sponsor Best Workplaces List	Stand alone sponsor with written introduction by sponsor, and logo present on promo materials including winner video	\$25,000

ANY QUESTIONS?

Get in touch!

Email: Ethen.huang@greatplacetowork.com

The logo for Great Place To Work, featuring the text "Great Place To Work" in white, stacked vertically, with a registered trademark symbol (®) at the end of "Work", all contained within a red square.

Great
Place
To
Work®