Great Place To Work®

Survey Set Up Instructions

How it works

Easy-to-use, the Trust Index© Survey enables you to analyze your employees' perceptions of the workplace, compare results to key benchmarks, and receive custom recommendations.

① Conduct the Survey

Choose a two-week period to deploy our world-renowned Trust Index© Survey to employees.

② The Culture Brief

Provide details about your organization's programs and practices through our Culture Brief™.

③ We Analyze Results

Summary report providing your average scores for the five dimensions of trust.

④ Get Certified

65% positive survey results on your survey, Congratulations! You're Certified
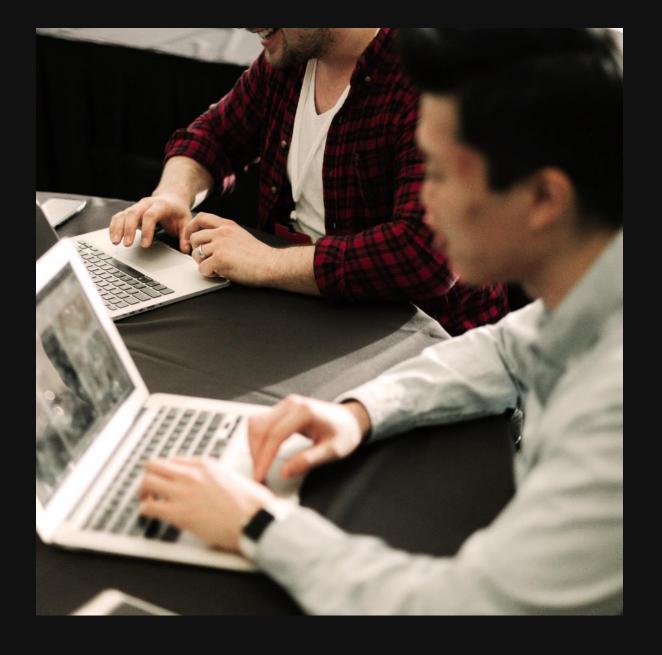
⑤ Get Recognized

You'll receive a Great Place to Work® Certification badge and eligibility for all of our Best Workplaces lists for 12 months and your Great Place to Work® Online Profile for you to fact-check and publish.

Conduct the survey

The Trust Index Survey

- The survey is available in English and French
- Surveys launch on a Monday and remain open for 10 business days
- The IT information document contains important information to configure your SPAM filters to accept survey invitations and reminders.
- A test survey will be sent prior to the start date.

Sample Size

Total Employee Population	Minimum Number of Surveys
Less than 500	All employees
500 – 1,000	500*
1,000 – 10,000	600*
More than 10,000	750*

* Random sample selection.

- Consider all full-time and part-time employees.
- A required minimum number of responses is based on your total number of employees.
- Response rate tool is available for you to monitor your number of responses.
- Please see <u>Appendix A</u> for Q&A.

For employees with corporate email

Company Name	Respondent Name (This is the name that will appear in the invitation email salutation)	Email Address	Department (Optional) Pre-populated employee information	Please leave column blank	Language (English or French)	Survey Type (Online or Username/ Password)	Custom Demographic Group 1 i.e. Site, BU (Optional) Pre-populated employee information	Custom Demographic Group 2 (Optional) Pre-populated employee information
ABC Company	John Doe	John@abccompany.ca	Finance		English	Online		
ABC Company	Maria Carter	maria@abccompany.ca	Sales		French	Online		

Please fill out the employee spreadsheet template:

- **Company name**
- **Respondent name:** exactly how it's going to show in the invitation email salutation
- **Email Address:** must be unique for each employee
- **Department:** optional
- **Language:** English or French
- **Survey Type:** Online or Username/Password
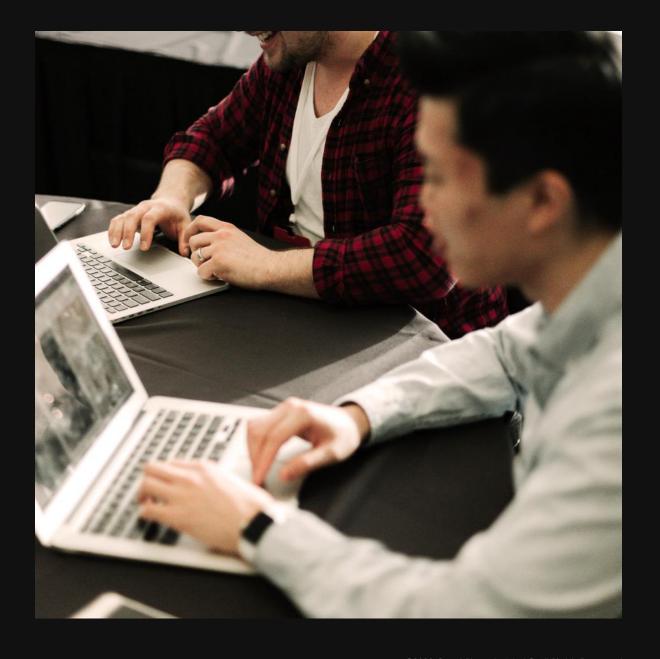- **Custom Demographic 1 and 2:** optional

Alternative for employees without corporate email

- Kiosk Solution
  - ✓ Unique login and passwords are generated to be used on a shared computer, kiosk, meeting room or lunchroom with computers.
  - ✓ See Appendix B for details

If you have any questions, please email us at ca_bestworkplaces@greatplacetowork.com

Appendix

Appendix A: Number of responses Q&A

- **How is the minimum number of required survey responses determined?**

This is based on your total employee population. GPTW international standards require a confidence level of 95% and margin of error of +/- 5.5% to be considered for both Certification and Best Workplaces lists.

- **What can we do to improve our response rate?**

Communicate the importance of the survey for building a great workplace; and commit to providing feedback and taking positive action on priority findings.
Allow employees to complete the survey during work hours to the extent possible

- **What if we don't achieve the minimum required response rate?**

You can monitor the number of responses daily. We will work with you to boost your response rate if required. We send out two online reminders to employees who have yet to respond.
In the event that the survey ends and there are not enough responses, there is an opportunity to extend if needed. Great Place to Work **will not** postpone any list publications for extended surveys.
You will be responsible for sending out reminders to employees using the Kiosk solution.

Appendix B: Kiosk solution

- Employees can be given access, based on a unique login and password, to respond to the survey using a shared computer, a kiosk, a meeting room or a lunch room with computers.

- When producing the employee spreadsheet please indicate under the Respondent Name which employee(s) need logins and passwords.

- The login will replace the Respondent Name and the password will replace the Email. Example below.

Company Name	Respondent Name **Login**	Email Address **Password**	Department (Optional) Pre-populated employee information	Please leave column blank	Language (English or French)	Survey Type (Online or Username/ Password)	Custom Demographic Group 1 i.e. Site, BU (Optional) Pre-populated employee information	Custom Demographic Group 2 (Optional) Pre-populated employee information
ABC Company	ABC_Jdoe	95412	Finance		English	Online		
ABC Company	ABC_Mcarter	28405	Sales		French	Online		

- Suggested protocols:

Login: company name_ employee name's first letter and employee last name

Password: a unique number used by employee, e.g., employee number.

Thank You!

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