

# Survey Set Up Instructions



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

If 7 out of 10 employees give you positive ratings 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 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.

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 [Appendix A](#) for Q&A.

# Online Survey

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 Paper)	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	<a href="mailto:John@abccompany.ca">John@abccompany.ca</a>	Finance		English	Online		
ABC Company	Maria Carter	<a href="mailto:maria@abccompany.ca">maria@abccompany.ca</a>	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 Paper
- **Custom Demographic 1 and 2:** optional

## 📍 Survey Links Procedure

- Unique survey links are generated and sent to the primary contact for distribution
- See [Appendix B](#) for details.

## 📍 Kiosk Solution

- Unique login and passwords are generated to be used on a shared computer, kiosk, meeting room or lunchroom with computers.
- See [Appendix C](#) for details.

## 📍 Paper Surveys

- A PDF file containing the Trust Index© Employee Survey questionnaires will be emailed to you to be printed, distributed, collected and sent back to GPTW.
- A fee of \$5 per returned paper survey will be charged.
- See [Appendix D](#) for details.

# QUESTIONS?

GREAT PLACE TO WORK®  
CANADA

1 (866) 712-0630

[ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com)

[www.greatplacetowork.ca](http://www.greatplacetowork.ca)



# APPENDIX

- **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 90% and margin of error of +/- 5%.

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

Online surveys generally achieve higher response rates than paper based surveys. Use online surveys whenever possible. It is also a GREEN choice.

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 paper and survey link reminders.

- Our online survey system can generate unique web links for accessing the online survey using your employee spreadsheet.
- When preparing the employee spreadsheet for this alternative approach, please indicate “survey link” instead of an email address.
- A personal link will be generated for each employee and you will be responsible for distributing them and assuring only the assigned employee uses it.
- The links can be used on any computer with internet access.
- The survey links are unique and enable access to only one survey. Once the survey has been completed, the link can not be used again.

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 Paper)	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	Survey link	Finance		English	Online		
ABC Company	Maria Carter	Survey link	Sales		French	Online		

- 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 <b>Login</b>	Email Address <b>Password</b>	Department (Optional) Pre-populated employee information	Please leave column blank	Language (English or French)	Survey Type (Online or Paper)	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:
  1. Login: company name\_ employee name's first letter and employee last name
  2. Password: a unique number used by employee, e.g., employee number.

- When filling out your survey information, please indicate the number of paper surveys needed in English and French.
- You will receive a customized PDF file containing the Trust Index© Employee Survey questions and be responsible for printing a copy for each employee requiring one.
- You will also be responsible for distributing the paper surveys (via pay stub, inter-office mail, meeting, etc.) and setting up ballot box(es) in common area(s) of the company's office so that the employees can drop-off their completed surveys.
- Once the survey period has ended, you must send the sealed ballot box(es) to the Great Place to Work® Institute's main office in Toronto.
- Drop boxes should be sealed and sent to us unopened with the seal intact.
- The paper surveys will be processed only once. Please ensure all paper surveys have been included before sending us the package.

# THANK YOU!

GREAT PLACE TO WORK®  
CANADA

1 (866) 712-0630

[ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com)

[www.greatplacetowork.ca](http://www.greatplacetowork.ca)