

# Great Place to Work<sup>®</sup> Canada Recognition Program

## Guide to Participating

Everything you need to know about Great Workplace Certification  
and our Best Workplaces Lists



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# Time to Be a Workplace Hero



No matter where your company is in its journey to build or sustain a great workplace, our goal is to help you and your business thrive!

Our mission is to help companies like yours transform and succeed as a great workplace. We give your leaders access to the most comprehensive benchmark data set in the world, and insights to assist you as you walk the path to building a high-trust culture. Then, we help you attract positive press, quality new hires and loyal customers to your unique, high-achieving culture.

You can be the workplace hero that uses proven best practices, exclusive benchmarking and positive press to close the gap in your organization to:

- **Build a Human-Centered Growth Strategy:** Most businesses were started with a good idea, passion, innovation and hard work. But are your people practices strong enough to keep this culture alive as you grow?
- **Unleash Your People Potential:** Your leadership team has a vision of where you are going and how to get there. But are your people practices strong enough to keep everyone rowing in the same direction? Are you walking the talk?
- **Empower your Strategic Leaders with a High Trust Culture:** Gain positive recognition for your company, give your senior leaders access to the most comprehensive benchmark data set in the world, and get the insights you need to continue your work to build a high-trust culture.

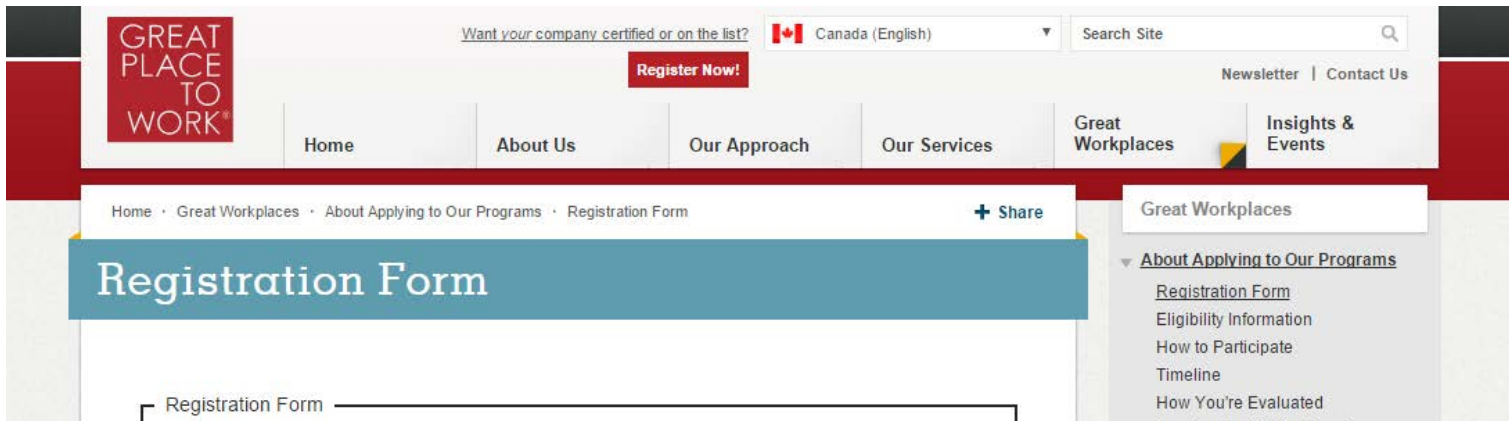
## Did you realize we can replace your Engagement Survey?

Organizations who are interested in using the Trust Index® as their primary employee survey solution, exploring our High-Trust Culture Consulting services, and leveraging the full expertise of Great Place to Work® should contact us for more information.

# Off We Go

It's quick and easy to get started.

- **Step 1: Register your organization at [GreatPlaceToWork.ca/Register](https://GreatPlaceToWork.ca/Register)**



- **We will validate your information and give you access to the Participant Portal to get started.**
- **Step 2: Select your participant option and launch your Trust Index Survey.**

## What are the different participation options, again?

Depending upon your goals, there are four different ways you can participate in the Recognition Program.

Each of these packages is priced based on employee size.

## Certify



Showcase, build and certify your high-trust workplace culture!

**Being recognized by Great Place Work® allows you to:**

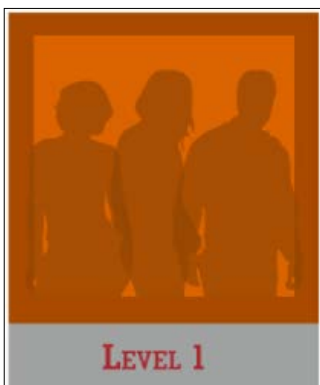
- **Wow Customers:** Convey with credibility to your customers that your workplace is truly great.
- **Attract Talent:** Leverage your Great Place to Work® Review and turnkey social media extensions to share your culture's strengths according to your employees. This helps attract not only the best people in your industry, but ensures they are a great fit for your company's culture.

- **Build Company Pride:** Employees LOVE being a part of a great workplace culture – and are proud when that experience is recognized.

### How it works:

- Choose a two-week period to deploy our world-renowned Trust Index® Employee Survey to employees.
- Provide details about your company's programs and practices through our Culture Brief™.
- Receive a report summarizing your survey results, benchmarked to the Best Workplaces.
- Earn Certification if 7 out of 10 employees give you positive ratings on your survey.
- **Certification provides you:**
  - A Great Place to Work® Certification logo, valid for 12 months
  - Eligibility for all our Best Workplaces lists

## Level 1: Trust Index Basic Package

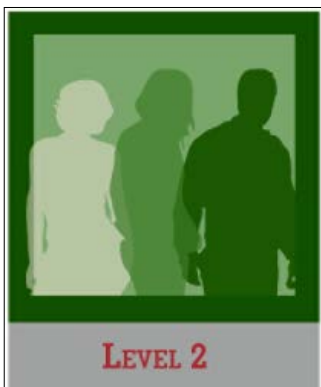


The Great Place to Work® Basic package complements the public recognition of our Certification program with more extensive results, analysis & insights from our 30 years of research – with the intention of helping you grow, improve your scores and grow your business.

**This package includes all aspects of the Certify participation level, plus reports which allow you to:**

- Analyze complete survey results
- Access expert recommendations based on best practices of similar-sized great workplaces
- Review direct employee feedback that provides insight into your employee experience
- Analyze data by demographics and compare results company-wide
- Benchmark against the Best Workplaces in areas that matter to you

## Level 2: Trust Index Enhanced Package



Reap the benefits of our 30 years of experience and the largest database of best workplace practices in the world. Ask custom survey questions. Add custom demographics. Have your culture analyzed by our professionals!

This package includes all aspects of Certify & Basic, plus allows you to:

- Customize your survey by adding custom demographics and 5 five custom questions
  - Conduct more targeted report analysis based on your survey customization
- Custom demographics allow you to map to your particular organizational structure or employee variables. For example: department, title, union/non-union, location, division, telecommuter, frequency of development conversations
  - Custom survey questions allow you to replace your current employee survey or tie key Best Workplace metrics to the business goals and metrics that matter to your business. For example:
    - Management does a good job of preserving our organizational culture as the company grows.
    - Management makes decisions that show a commitment to our long-term success.
    - Management works with me to set goals for my development and career growth.
- Trust Index custom analysis and on-site executive presentation

## Level 3: Enhanced TI & Culture Audit Package



Take a deeper dive with integrated reporting of both your Trust Index and your Culture Audit results. Your Trust Index provides valuable insight into what your employees are thinking, but in most organizations, there exists a gap between the culture you intend to create and the one your employees actually experience. This package helps you explore whether your investments in specific programs and employee benefits are truly aligned with employee values and interests.

This package includes all aspects of Certify, Basic & Enhanced, plus:

- Further customize your survey by adding additional custom demographics and 5 five custom questions
- Integrated Trust Index & Culture Audit Report
- Best People Practices publication

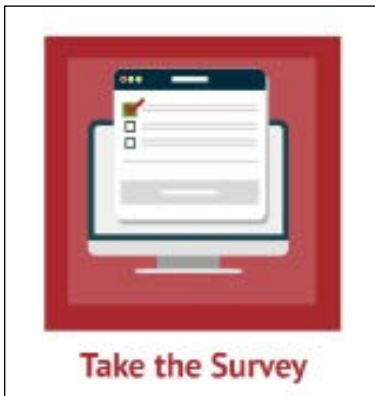


## How it Works

Regardless of which package you choose, you will go through the same basic steps.

- Complete the employee survey and Culture Brief.
- Find out whether you've been Certified. If so, display your Certification logo.
- Find out whether you're a contender for our Best Workplaces list. If so, complete the full Culture Audit.
- Analyze your results.
- Celebrate your success!

## Take the Survey



Shortly after you register you will receive an email containing a link to the Participant Portal. This online application will provide all the tools you need to manage your application from submission to receiving your reports.

The first order of business when you arrive in the Participant Portal will be to launch your employee survey and the second will be to fill out a questionnaire regarding your company's employee population and benefit programs (Culture Brief).

## Step 2: The Trust Index<sup>®</sup> Employee Survey

Your employees' feedback is the basis of all our recognition for your company. We care about assessing your organization accurately, so our Certification and Best Workplace decisions are fair and you get effective insight into your company through your reports.

To that end, all employees – or, in the case of larger companies, a statistically representative sample – are invited to take our Trust Index<sup>®</sup> Employee Survey.

### What Is the Trust Index<sup>®</sup> Employee Survey?

The Trust Index<sup>®</sup> Employee Survey measures the level of trust in your organization and the extent to which your employees say it is a great workplace. It is the primary determinant of



Certification and Best Workplace list placement for all the companies on our lists around the world and the metric we use to provide benchmarking for companies seeking to compare themselves to the best.

The survey asks employees to provide some demographic information, collects data on 58 questions asked on a 5-point Likert scale, and invites your people to answer two open-ended questions telling us what is best about your workplace and what they would like to see improved. It's thorough – but fast: it will take employees about 15 minutes to complete.



### What You Need to Do

The Participant Portal will walk you through everything you need to do to implement your survey.

#### The portal will help you:

- **Decide when to survey your employees.** You can choose the two-week survey period that is most convenient for you.
- **Determine how many and which employees to survey.** In order to contribute statistically reliable survey results, smaller companies survey their entire employee populations and larger companies survey representative samples. You must select employees at random in order to be eligible for recognition. The Step 2 instructions will walk you through this procedure.
- **(Optional) Customize your survey.** If you have purchased an Enhanced package, you will be able to add custom survey questions and populate custom demographic information for your survey. Many companies use this to understand correlations between their great workplace and other business metrics.
- **Notify employees why they are taking this survey and encourage them to answer it honestly.** Just make sure you don't influence employees' responses to the survey. We're pretty strict on that point, so please follow our communication guidelines closely to avoid being disqualified. We'll provide you with samples, tips and tools.
- **Sit back and relax while your employees take the survey.** We will send online survey invitations directly to your employees, collect and process the results so that your people can feel confident in their anonymity.
- **Monitor your survey responses and remind employees to complete the survey.**

### Step 3: The Culture Brief™ (and Culture Audit®)

The Culture Brief collects factual information about your company's employee population and benefits. All companies participating in our Recognition Programs are required to complete a Culture Brief.

### **Its questions cover topics such as:**

- **Employee Demographics:** Number of employees by job type, gender, tenure, age, ethnicity, etc.
- **Hiring & Employment Statistics:** Number of job applicants per open positions, turnover rates, the qualities you seek in employees
- **Benefit Programs:** Paid time off, flexible scheduling programs, onsite amenities, health care coverage, bonuses and salaries, retirement and stock programs, philanthropic donations
- **Best Practices:** Short descriptions of 6 – 10 programs that typify the best programs your company offers
- **Other:** Social media links, company logo and photos

The Culture Audit collects detailed information about the programs, practices and policies which support your workplace culture. Only companies who are contenders for our Best Workplaces list are required to complete the Culture Audit.

### **Its questions cover topics such as:**

- **Hiring and Welcoming:** How does your hiring process ensure that a job candidate will fit into your culture? How do you welcome new employees and integrate them into your culture?
- **Developing:** How does your company help employees discover and develop their talents, challenge themselves professionally, manage their careers, and/or enhance their personal growth?
- **Sharing:** How does your company promote a sense of fairness within the organization? describe your organization's philanthropic, environmental, or other corporate social responsibility initiatives, focusing on how employees participate in and/or derive value from these efforts.



### **What You Need to Do**

The Participant Portal will walk you through everything you need to do to complete this questionnaire, including downloading templates and uploading your completed questionnaire.

### **Here are some tips:**

- Download the Culture Brief and Culture Audit templates from the Participant Portal.
- **Scan through all questions as soon as possible.** You may have all this information stored in

a central place – or you may need to coordinate with several colleagues to find it. It’s a good idea to become familiar with what information is needed as soon as possible so that you leave yourself plenty of time to access the help you might need.

- View our webinar on Writing a Great Culture Audit.
- Review deadlines for submission of the Culture Brief and Culture Audit.

## **The process for filling out the Culture Brief and Culture Audit has changed this year!**

In order to make the best use of your time and resources, we are asking companies that did NOT rank on our Best Workplaces list last year to fill out the Culture Audit in two steps.

(Companies who DID rank on our Best Workplaces list last year will be pre-qualified to fill out the complete Culture Audit as soon as they gain access to the Participant Portal and will not go through the two-part process.)

### **Part 1 – For Everyone:**

As soon as you download the template from our Participant Portal, you will be able to fill out the Culture Brief (formerly known as our Culture Audit Part 1). The Culture Brief focuses on those questions critical to securing your Certification, and qualifying you for our Best Workplaces lists. They largely focus on quantitative metrics concerning your workplace practices – for example, which benefits you have in place and what your employee demographics are.

### **Part 2 – For Best Workplaces in Canada List Contenders only:**

After your Culture Brief has been submitted and your Trust Index<sup>®</sup> Employee Survey results have been received, we will take a look at your data and let you know by email whether you are a contender for this year’s Best Workplaces list. Organizations with qualifying scores will be invited to complete Culture Audit (formerly known as our Culture Audit Part 2). These additional questions will include a number of open-ended questions asking you to describe how your organization shares information, celebrates with employees, shares its success and is involved in your community, among other things. You may also submit supplemental materials, like brochures and photos, during this part of the process. You can download a print version of the full Culture Audit if you would like to view it in advance, as these questions can take a lot of internal coordination.

### **Special Note for Companies Requesting Workplace Culture Assessment (Culture Audit Benchmark Report or Culture Audit Assessment & Findings)**

Those companies wishing to receive in-depth benchmarking of their programs against those of the Best Workplaces will need to fill out a full Culture Audit. When you purchase this report we will invite you to complete the full Culture Audit.

## Get Certified



Once your Trust Index<sup>®</sup> Employee Survey and Culture Brief<sup>™</sup> questionnaire are submitted, we will review your submission and determine whether your employees' survey results qualify you for Certification. Certification allows you to use a Certification logo, and compete for Best Workplaces list recognition.

### How it Works

■ **Meet the requirement.** If 7 out of 10 employees confirm that your organization consistently demonstrates the behaviors of a great workplace, you will be certified.

■ **Communicate your Certification.** Once you are certified, you will receive a customized communication tool kit that contains your Great Place to Work<sup>®</sup> Certification logo, sample press releases, and other materials you can use to tell the world that you are a certified great workplace. For 12 months you can use our logo on your website, for your recruitment efforts, in store windows and more.



## Become Eligible



### In order to be eligible for our Best Workplaces lists:

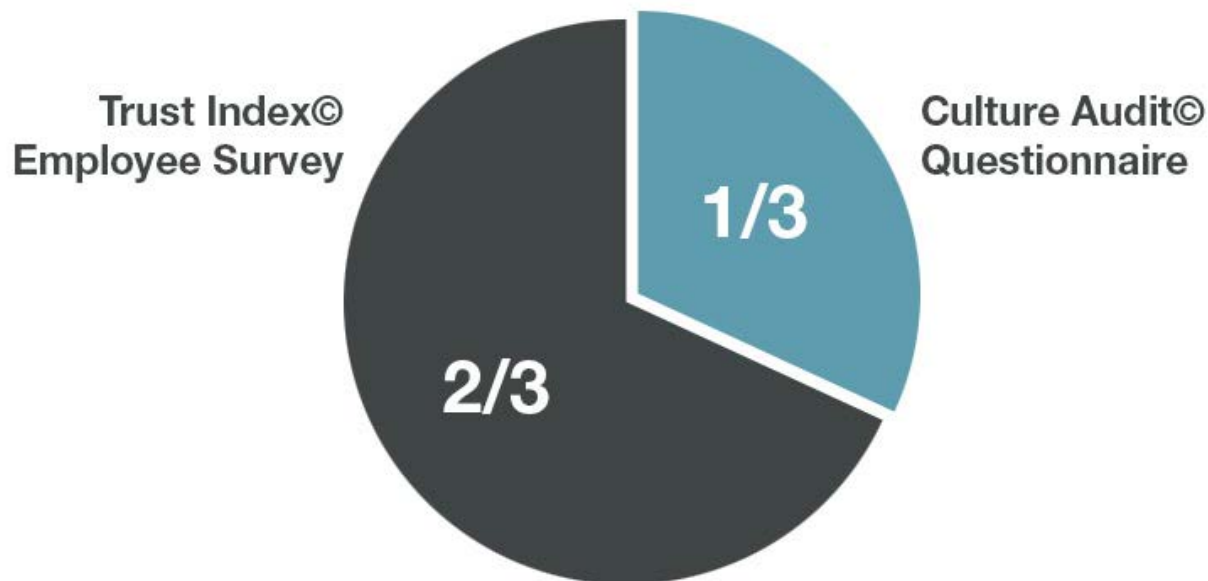
- Your employee survey scores must meet the Certification minimum.
  - Your survey results must be current at the time of the Best Workplace list determination.
  - Your survey responses must meet the desired confidence level and margin of error targeted for the specific list. This is usually a 95% confidence level with a +/- 5 margin of error; however, we finalize this target each time based on the actual results of the applicant pool.
- You must submit a full Culture Audit detailing the programs and practices which support your workplace culture.
  - And don't forget to review the timeline to ensure you complete your application in time to be considered for the next list!

Since you need to be Certified to be eligible for a Best Workplace list, let's remind you what the Certification requirements are:

- Any company with 25 or more full- or part-time employees in the Canada can apply to be certified.
- A minimum of 7 out of 10 employees must confirm the organization consistently demonstrates the behaviors of a great workplace. This determination is made by considering all 58 statements asked of employees on the Trust Index® Employee Survey.
- You must submit a Culture Brief, which collects information about your company's population and benefits.

## How We Determine the Lists

Placement on all our lists is determined based on your employee's opinion of the workplace and our assessment of the programs, policies and practices which support your workplace culture.



## Analyze Your Results



While the recognition is nice (okay, amazing), we know that you aren't in this just for the applause. Becoming – and staying – a great place to work takes ongoing commitment and effort.

Regardless of which package you choose, you will receive valuable survey data about your employees' experiences that we encourage you to examine closely. Your people will want to know that you heard them and didn't miss the opportunity to act on their feedback. Your reports can help focus your efforts so future investments and executive attention make the biggest possible positive impact on your culture.

- Most reports will be emailed to you within 2 weeks of your employee survey closing, depending upon whether your employee survey was conducted online or with paper surveys.



Feel free to contact us if you need assistance.

## Celebrate (or Not)

### Hooray! You've been Certified!

Congratulations on being Certified!

This is a huge honor – especially because it comes from your employees. Their survey results – comparing you against the best companies in the country – are the most meaningful endorsement of the day-in day-out dedication your company has to building a strong workplace.



The Certification Portal will supply you with the tools you need to get the word out about your Certification. It includes a logo that you can use for up to a year, a press release, online advertising templates, and access to branded materials you can put in store windows or on coffee cups. Use them to get the word out on social media, among your community and to really celebrate with your employees. We'll be helping you get the word out with our own social media posts about your success.

**Next up, let's see if your Certification has led to being recognized on a list!**

### Hooray! You're a Best Workplace!

Congratulations on winning a spot on one of our Best Workplaces lists!

We will notify you by email that you are a finalist. You'll be tempted to tell everyone you know – but hold on, that information will be embargoed until the list is officially announced. In the meantime, we – and our media partners – may contact you to fact check some final bits of

information and to provide you with communications information that you will be able to use when the embargo is released. We will provide you with another communication tool kit providing press release and logo information – and we and our media partner will help you get the word out with more social media posts congratulating you on your win.

### **Don't Forget**

#### **There's more to do than just announce your win to the world though:**

- **Celebrate** – This is a huge accomplishment and a great opportunity for a PARTY! Do it in style and celebrate the employees who love you back.
- **Brag** – Send out a press release. Tweet. Make t-shirts. Call your local TV station. Hang banners outside your office. Make YouTube videos of your employees singing and dancing. Use that communications tool kit to make a splash.
- **Share** – Now's your chance to let others benefit from your hard-won experience. As a Best Workplace, others will look to you for guidance to understand how they can build great workplaces too. There's no need to keep your programs a secret – the magic you have can't be copied through a checklist of programs and practices. So go on and write white papers about your best practices, contact us to speak at our conferences and networking events, and help change workplaces for the better.
- **Analyze** – If you made the list then you know that it takes a lot of work. Don't forget to go back to your data and make a plan for how you can keep up this momentum. It's just as important to understand what your strengths are and what makes you truly unique as it is to fix any areas that are starting to show wear and tear. Compare yourself to your competitors so your employees don't have to!

## **What To Do if You Don't Make the Cut**

If you haven't met the Certification threshold, take heart: You've already done a great thing by surveying your employees, and now you have the feedback and direction you need to make targeted improvements, meet the threshold next year – and enjoy the benefits of improving your workplace culture. There's nothing like rock-solid data to help you get needed leadership buy-in, form an effective plan to make change, and preserve and celebrate what you do well already (because we know there are things you already do well).

**If you have met the Certification threshold, celebrate!!! After all, at least 7 out of 10 of your employees say they have a great experience!**

**About the lists, though:** First, you should know that it's possible that it's not you, it's them. Meaning, our lists are highly competitive and company number 101 on a list of 100 is still an amazing place to work. Sometimes, someone else just runs faster in the race. If you used to be on a list and you aren't anymore – it might not mean you got worse, it could mean others just got better.

Use the benchmarks supplied in your reports to understand more deeply how you truly stack

up against your peers. You can benchmark yourself against any list's winners to understand how you rate against the best companies in your size, industry, region or among those with similar employee populations.

But maybe your company has a fighting spirit and won't be satisfied until you make that list or get certified! Or maybe you've viewed your survey results with the realization that there are some important things to change. The good news is that your reports are a secret map that will guide you to those improvements – and they're already there waiting for you online.

**Whatever you do, and wherever you are in this process, remember:**

- **Follow up with your employees.** Your people didn't forget that you sent all those emails about taking the survey, so don't try to pretend it never happened. The way you communicate this news says a lot about who you are as a company. Use this opportunity to reflect with them about what you learned from their feedback and what you are going to do in the future. Be authentic if you are disappointed!
- **Make an action plan.** Your reports will give you a clear picture of what your employees say your strengths are (build on these – that's what makes great workplaces!) and what needs to be improved (fix these, but make sure you prioritize key drivers that will make the most significant positive impact). You can benchmark yourself against the peers that matter to you and make a plan to hone in on your biggest gaps. You can access proven best practices that companies of your size have used to make a difference in their workplaces. Contact us if you don't know where to start.
- **Share and learn.** Come join us at our conferences and events or follow us to read white papers in which the Best Workplaces share the practices and experiences that work best for them. And then contribute your own practices! We know you have some too, and look forward to highlighting these for other companies. We'd love to have you as part of our community.

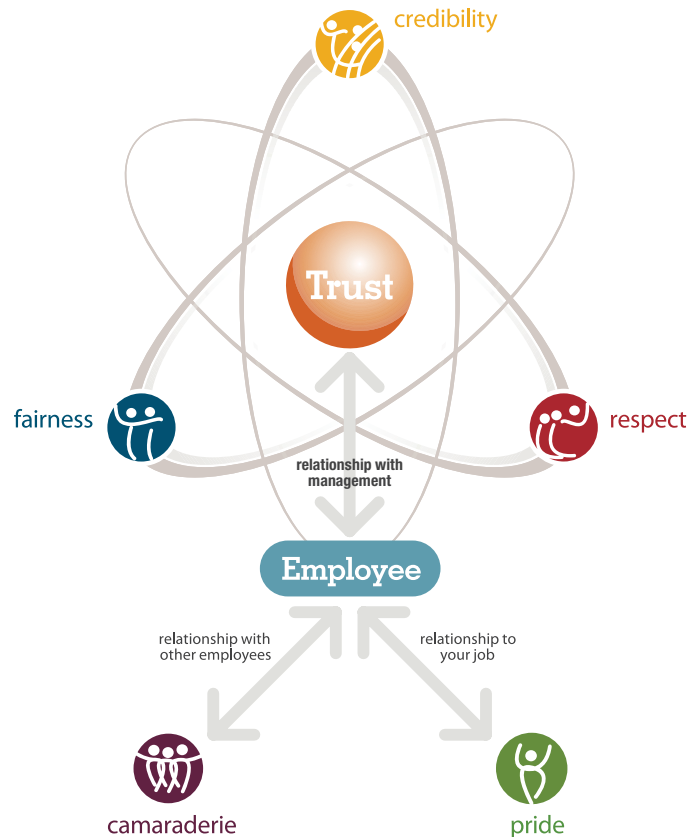
You're doing a great thing for your business, the people in it, and all of our communities by creating great workplaces!

Your company can be a great workplace — and more successful as a result.

Researchers, business leaders, media analysts and the public rely on Great Place to Work® metrics to establish the definitive standard of what a great workplace is. Great Place to Work's annual research is based on data representing more than 10 million employees in 50 countries representing about 6,000 organizations of varying sizes, industries, maturity and structures.



## What is a Great Workplace? The Employee View



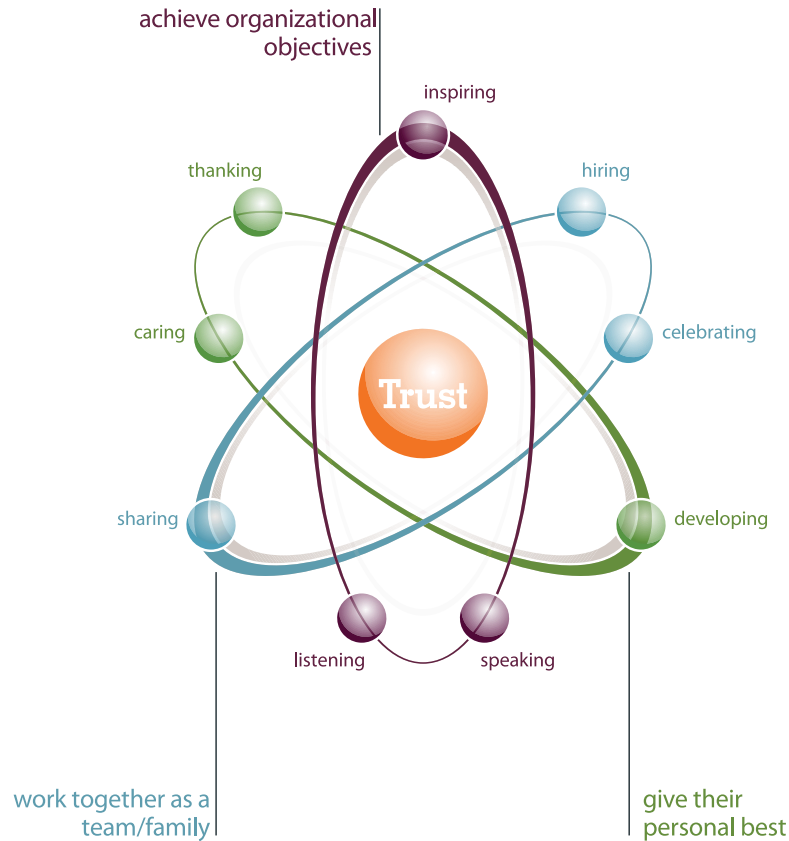
Great workplaces are built through the day-to-day relationships that employees experience — not a checklist of programs and benefits.

**The key factor in common in these relationships is TRUST. From the Employee's perspective, a great workplace is one where they:**

- **TRUST** the people they work for;
- Have **PRIDE** in what they do; and
- **ENJOY** the people they work with.

Trust is the defining principle of great workplaces — created through management's *credibility*, the *respect* with which employees feel they are treated, and the extent to which employees expect to be treated *fairly*. The degree of pride and levels of authentic connection and *camaraderie* employees feel with one another are additional essential components.

## What is a Great Workplace? The Manager View



**From the Manager's perspective, a great workplace is one where they:**

- **ACHIEVE ORGANIZATIONAL OBJECTIVES;**
- With employees who **GIVE THEIR PERSONAL BEST;** and
- **WORK TOGETHER AS A TEAM / FAMILY** in an environment of **TRUST**

There are nine practice areas where leaders and managers create an environment of trust. Great workplaces achieve organizational goals by *inspiring*, *speaking* and *listening*. They have employees who give their personal best by *thanking*, *developing* and *caring*. And they work together as a team / family by *hiring*, *celebrating* and *sharing*.

This fundamental model, confirmed by Great Place to Work through over 25 years' worth of analysis of employees' own opinions, is universal and consistent year-over-year, country-to-country. It applies not only to all organizations but to companies with diverse employee demographics.

## How Can Trust Be Measured?



We look at **TRUST** through two lenses. We assess the culture of the organization through answers provided on an employee survey, the [Trust Index® Employee Survey](#), which is modeled on the five dimensions found in the employee view of a great workplace. And we look at the workplace through a Culture Audit®, organized by the nine practice areas in the management definition of a great workplace. This survey precisely measures the behaviors and the environment that forms the underpinning of world's most desirable workplaces and successful businesses.

Business leaders, academics and the media rely upon Great Place to Work® metrics to establish an objective standard that defines a great workplace. These metrics – from the Trust Index® and Culture Brief and Culture Audit

– form the basis of the methodology Great Place to Work uses to advise and train companies on how to transform themselves into great workplaces.

## Transformation Model



### Align

Get your leadership team on-board and excited to build a great work culture!

1

### Assess

Survey your employees, have focus groups – get the pulse on your organization.

2

### Design

Use your survey results to stimulate a conversation. Our expert analysis can help you design the high-trust culture you desire.

3

### Evolve

Evolve your practices to match your desired change.

4

### Sustain

Reinforce change, and share your success! Our annual conferences are a great way to get connected with a like-minded community for inspiration. Visit our main website for more information.

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# Appendix C: Trust Index Survey Report



## Best Workplaces in Canada

### ABC Company

#### Overall Results

#### Work Group Perspective

	Results			Benchmarks	Age category					Gender		
	Result 2012	Result 2013	Result 2015	2014 Best - Medium Work Group Perspective	Difference	25 Years Or Younger	26 Years To 34 Years	35 Years To 44 Years	45 Years To 54 Years	55 Years Or Older	Female	Male
Number Of Responses	153	151	159	58	-	14	26	32	56	30	121	35
<b>Credibility</b>												
Management keeps me informed about important issues and changes.	82%	74%	67%	88%	-6%	46%	68%	59%	75%	70%	66%	71%
Management's actions match its words.	82%	78%	72%	88%	-6%	46%	68%	59%	75%	70%	66%	71%
I believe management would lay people off only as a last resort.	87%	81%	71%	88%	-7%	46%	68%	59%	75%	70%	66%	71%
Management is honest and ethical in its business practices.	94%	85%	83%	88%	-3%	46%	68%	59%	75%	70%	66%	71%
<b>Respect</b>												
I am offered training or development to further myself professionally.	90%	88%	82%	83%	-1%	79%	81%	78%	84%	83%	83%	74%
Management shows a sincere interest in me as a person, not just an employee.	85%	82%	85%	90%	-5%	86%	88%	81%	85%	83%	82%	91%
We have special and unique benefits here.	68%	71%	67%	81%	-14%	57%	68%	66%	75%	61%	67%	68%
People here are paid fairly for the work they do.	84%	85%	81%	78%	3%	71%	85%	75%	82%	86%	84%	71%
<b>Fairness</b>												
People here are treated fairly regardless of their sex.	95%	95%	95%	97%	-2%	100%	100%	94%	94%	90%	94%	97%
People here are treated fairly regardless of their sexual orientation.	95%	95%	95%	97%	-2%	100%	100%	94%	94%	90%	94%	97%
If I am unfairly treated, I feel I will be given a fair shake if I appeal.	74%	83%	84%	89%	-15%	69%	59%	82%	70%	71%	71%	71%
<b>Pride</b>												
I feel I make a difference here.	83%	87%	84%	90%	-7%	72%	88%	80%	93%	57%	76%	97%
People look forward to coming to work here.	68%	73%	65%	88%	-23%	64%	77%	59%	70%	57%	64%	71%
I feel good about the ways we contribute to the community.	88%	87%	83%	90%	-7%	64%	92%	79%	87%	80%	83%	82%
I can be myself around here.	84%	83%	78%	92%	-14%	71%	88%	72%	82%	73%	76%	86%
<b>Comradery</b>												
When people change jobs or work units, they are made to feel right at home.	88%	84%	76%	92%	-16%	57%	69%	84%	78%	79%	75%	80%
There is a "family" or "team" feeling here.	85%	80%	78%	92%	-14%	79%	77%	69%	84%	77%	79%	71%
We're all in this together.	88%	86%	74%	91%	-17%	46%	77%	81%	77%	69%	73%	74%
You can count on people to cooperate.	89%	85%	83%	92%	-9%	77%	81%	81%	89%	80%	81%	91%
Taking everything into account, I would say this is a great place to work.	84%	84%	76%	92%	-16%	64%	81%	66%	87%	68%	75%	77%

Benchmark

58 Statements

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**CERTIFIED**  
**2016**  
CANADA

# Great Place to Work<sup>®</sup> Certification Program

## CERTIFY YOUR WORKPLACE – IT'S SIMPLE!

Great Place to Work Certification is the official designation awarded to organizations meeting the highest standard of workplace culture. Certified organizations are distinguished using our globally recognized scientific methodology which includes conducting an analysis of employee feedback (Trust Index<sup>®</sup> survey), as well as an assessment of workplace practices and programs (Culture Brief<sup>®</sup>).

Upon receiving this Certification, an organization is also able to participate in the Best Workplaces List program, which recognizes the 100 highest-ranking organizations in Canada.

## ONLY 3 SIMPLE STEPS

1. Register your organization online.
2. Have your employees complete the 15 minute Trust Index<sup>®</sup> survey.
3. Complete the Culture Brief<sup>®</sup> detailing your policies & practices.

## WHY CERTIFY YOUR ORGANIZATION?

- Enhanced **attraction** and **retention** of the best talent in your industry.
- Proven impact on **key business results** and **outcomes**.
- Alignment of **employer brand** with **employee value proposition**.
- Scientific, measurable process and tools for **organizational transformation** and **culture change** from a globally accredited 3rd party.

And **more!** Contact us to find out how Certification can enhance your organization.

**Register for Certification today, visit**  
**[greatplacetowork.ca/register](http://greatplacetowork.ca/register)**

# THE JOURNEY FROM CERTIFICATION TO BEST WORKPLACES LIST



## Steps

1. Register your organization
2. Complete the Trust Index© Survey
3. Complete our Culture Brief©



## FREQUENTLY ASKED QUESTIONS:

### **Are there any pre-requisites for the Certification and Best Workplace List programs?**

There are no pre-requisites for participating in the certification and ranking programs!

Any organization operating in Canada with more than 25 employees can participate, regardless of whether they already have a great workplace culture or not. If your organization has a challenging workplace culture - participation in our program helps to identify opportunities for improvement, provide you proven strategies to develop your culture, and allows a credible 3rd party to provide strategically actionable results.

### **Do I need to certify the whole organization? Can I certify just a department, store or business unit?**

You can certify both individual departments/business units/stores or/and your organization as a whole however, only whole organizations that are Certified can be considered for the Best Workplaces List Program.

### **Will certified organizations receive any support materials to promote our certification status?**

All certified organizations will have access to our digital Certification stamp, and Certification logo; as well some marketing materials and a press release sent out from Great Place to Work announcing the newly certified organization. We will also send you an official printed certificate that contains relevant Certification details including the Certification seal, Certification validity and its serial number.

### **There are a lot of best companies, best workplaces, and best employers' lists in my market. What's the difference between them?**

Best Workplace Lists are now published in over 40 countries around the globe through prominent media partnerships. In Canada, the Best Workplaces list is published in a special national feature in the Globe and Mail Newspaper.

Great Place to Work's programs are unique in that they use an independent and highly-credible evaluation methodology that takes actual employee feedback into account. Recognition by Great Place to Work is held in the highest standing of workplace culture performance by business leaders and top talent around the globe. In addition to recognizing organizations with high performing workplace cultures, we are also able to provide in-depth data and analysis with benchmarks at the national and international level.

**For more information, contact one of our workplace experts at 1-866-712-0630  
or by email at [ca\\_bestworkplaces@greatplacetowork.com](mailto:ca_bestworkplaces@greatplacetowork.com)**

# Great Place to Work<sup>®</sup> Recognition Program

## Guide to Participating

Everything you need to know about Certification,  
Reviews and our Best Workplaces Lists

