

**Great  
Place  
To  
Work<sup>®</sup>**

**Analysis of Trust Index<sup>®</sup> Score**



**Sample Trust Index©  
Survey Results**

# Survey Design & Response Rate

## Overall design

- 58 core Trust Index© statements + 5 core performance statements
- 19 managerial statements
- 3 custom + 2 COVID-19 statements
- 2 open-ended questions
- 15 standard demographics



## Participation rate

- Survey launch date: June 22, 2020.
- Response Rate: 86%; Number of respondents/invited: 1425/1649
- Confidence Level: 99%; Margin of Error:  $\pm$  5%



## 5-Point response scale

- Measures consistency of employee experience
- % Positive results presented (“Almost Always True” and “Often True”)

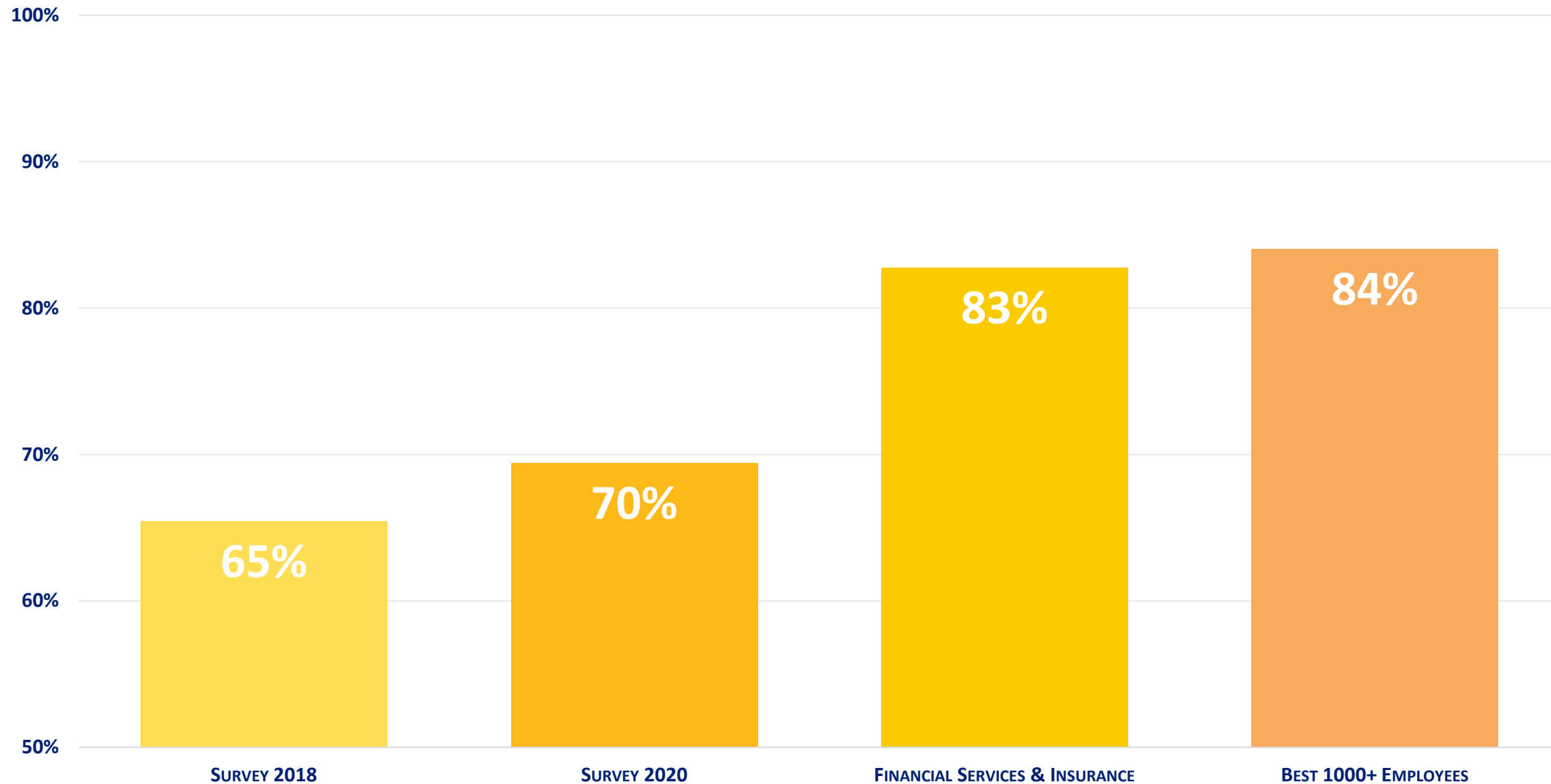


## Benchmarks

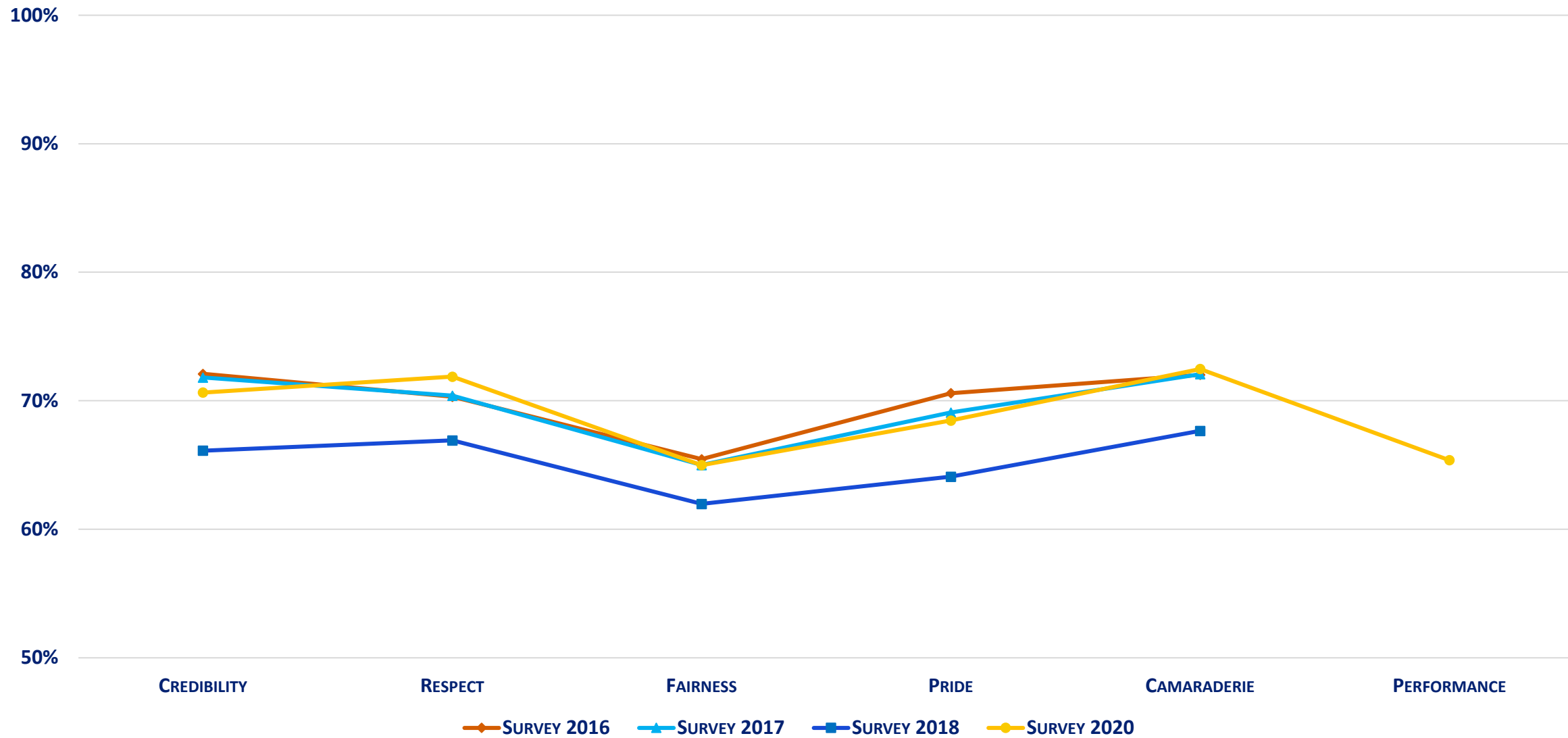
- Financial Services & Insurance
- Best Workplaces 1000+ Employees



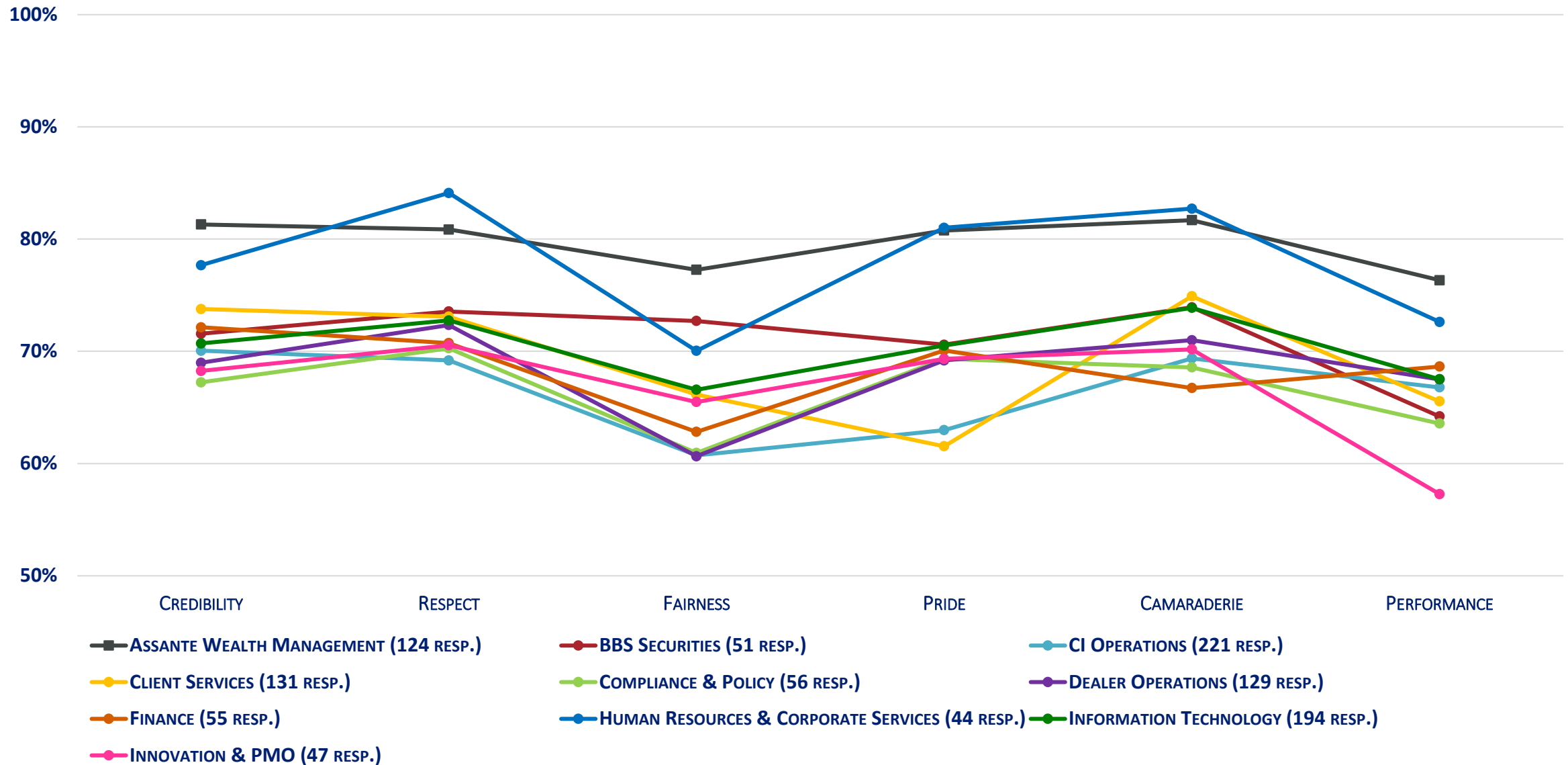
# Overall Trust Index© Results



# Year-Over-Year Results

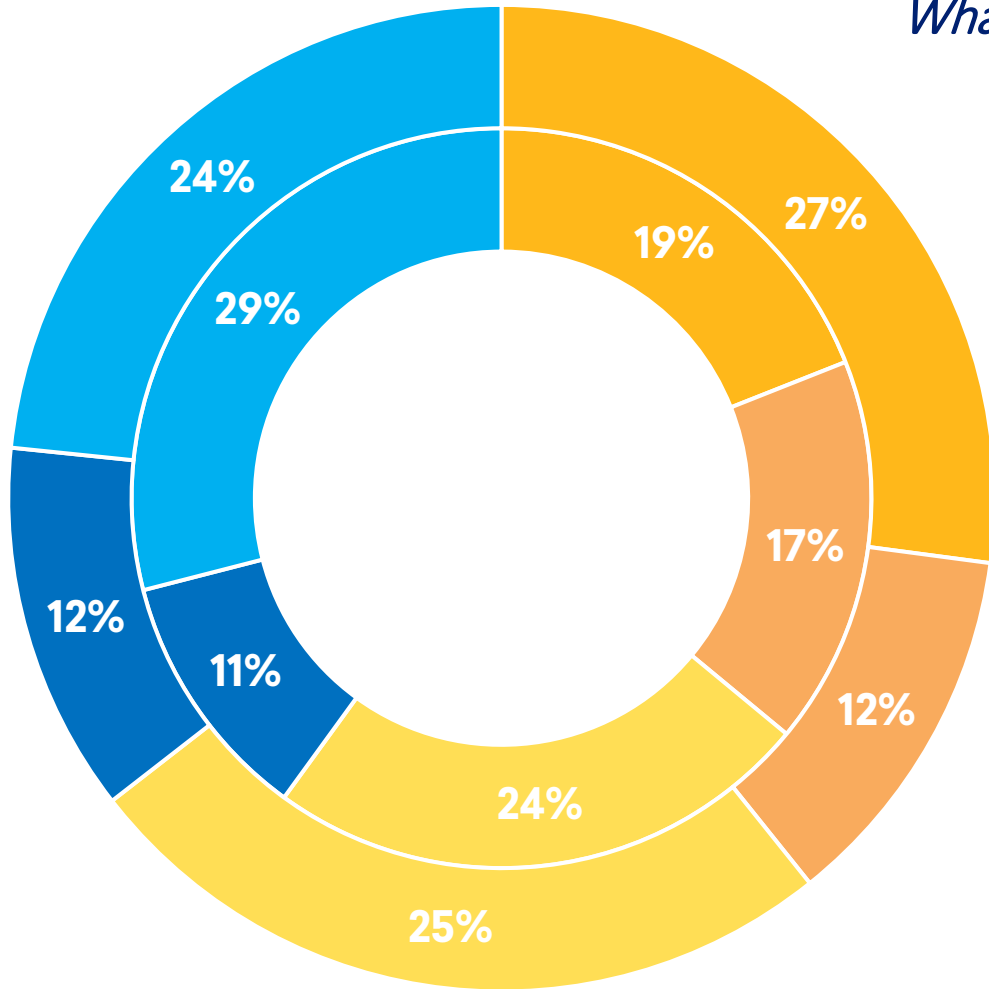


# Departmental Results



# Key Workforce Motivations

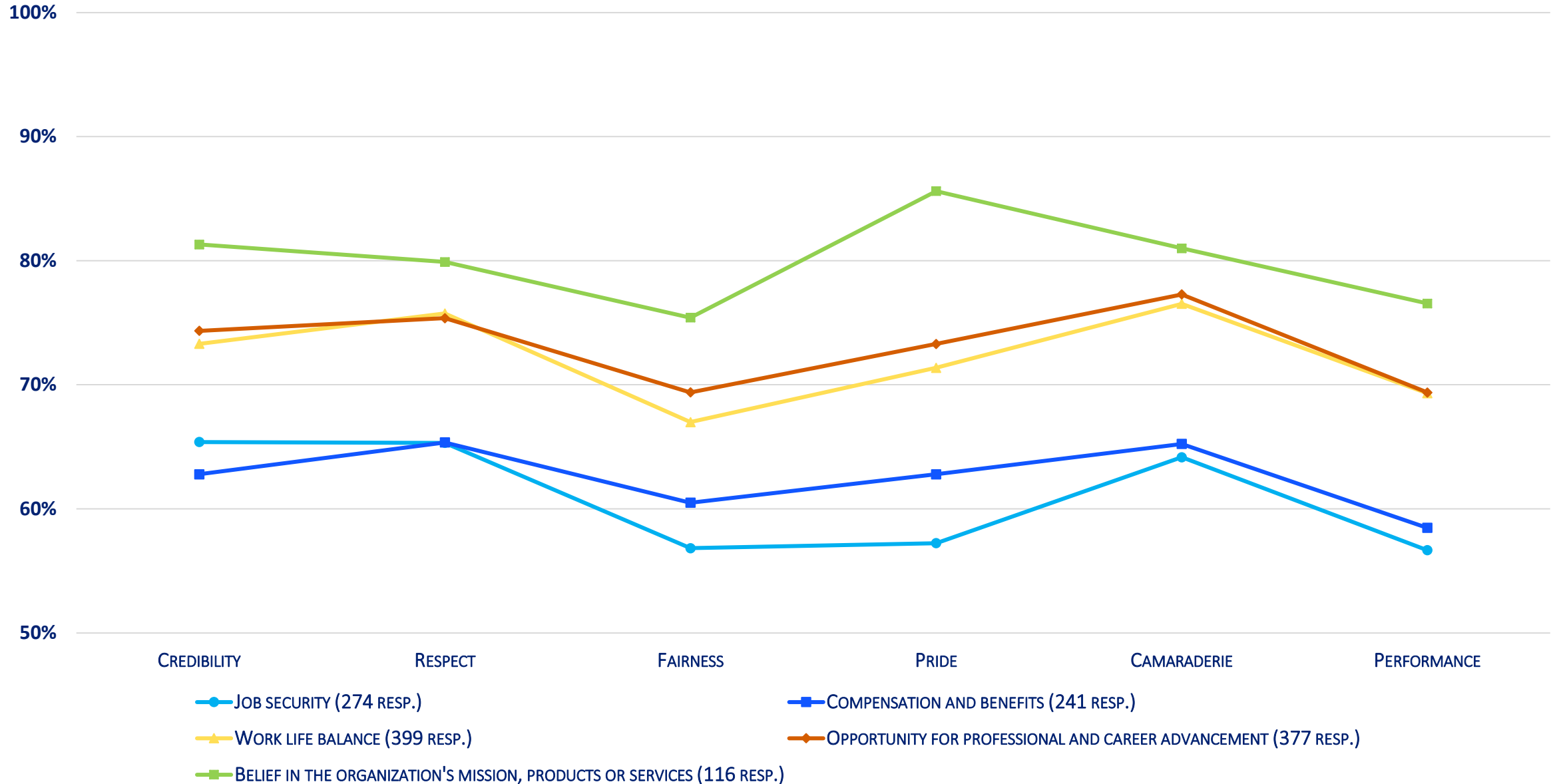
*What motivates you most to work for this organization?*



-  Work life balance
-  Compensation and benefits
-  Opportunity for professional and career advancement
-  Job security
-  Belief in the organization's mission, products or services

Outer circle – Best Workplaces™  
Inner Circle – Your Organization

# Key Workforce Motivations

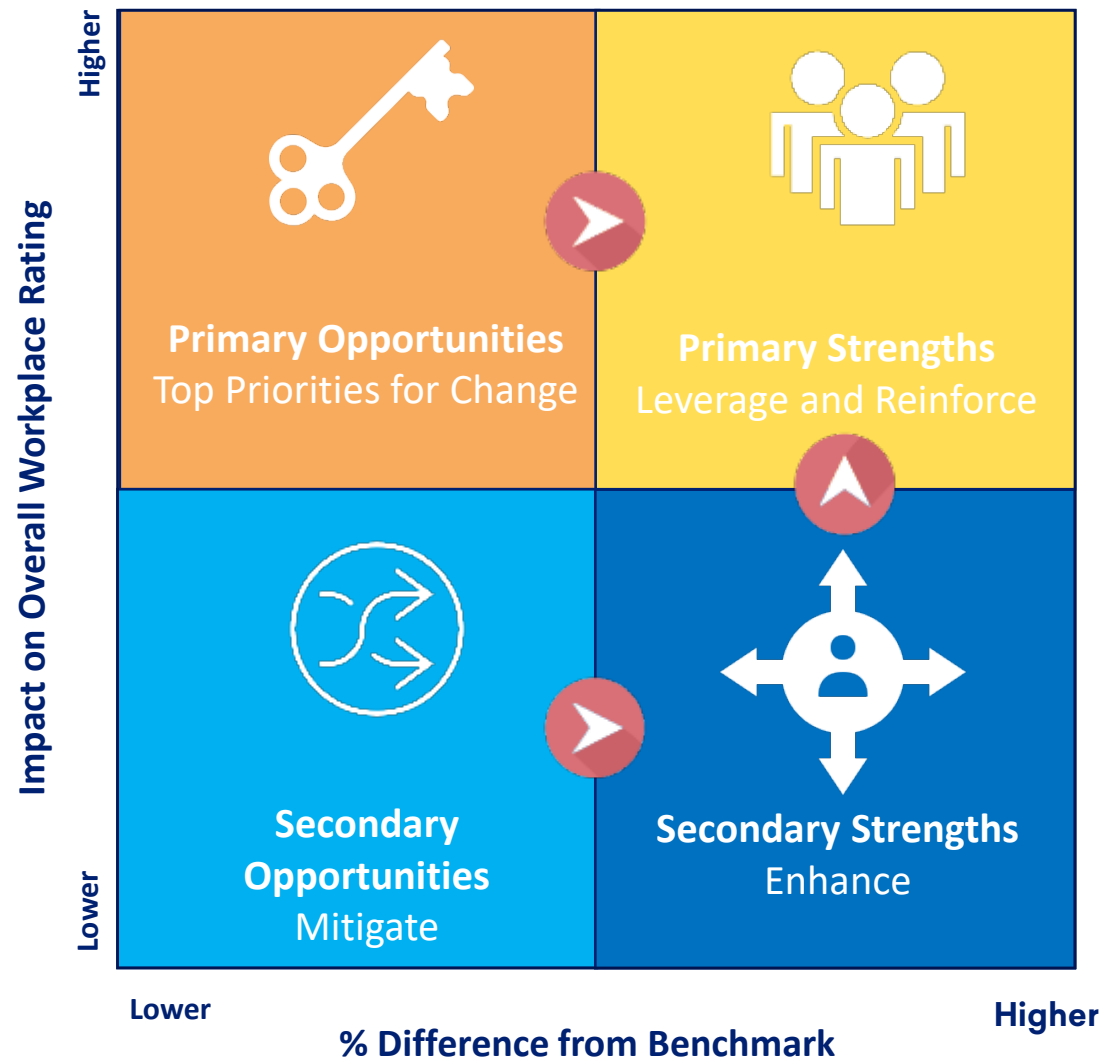






# Focus Areas

# Focus areas



# Focus Areas

## Relative Strength

- **WORKING ENVIRONMENT - Conducive facilities, necessary resources/equipment and physically healthy workplace \***

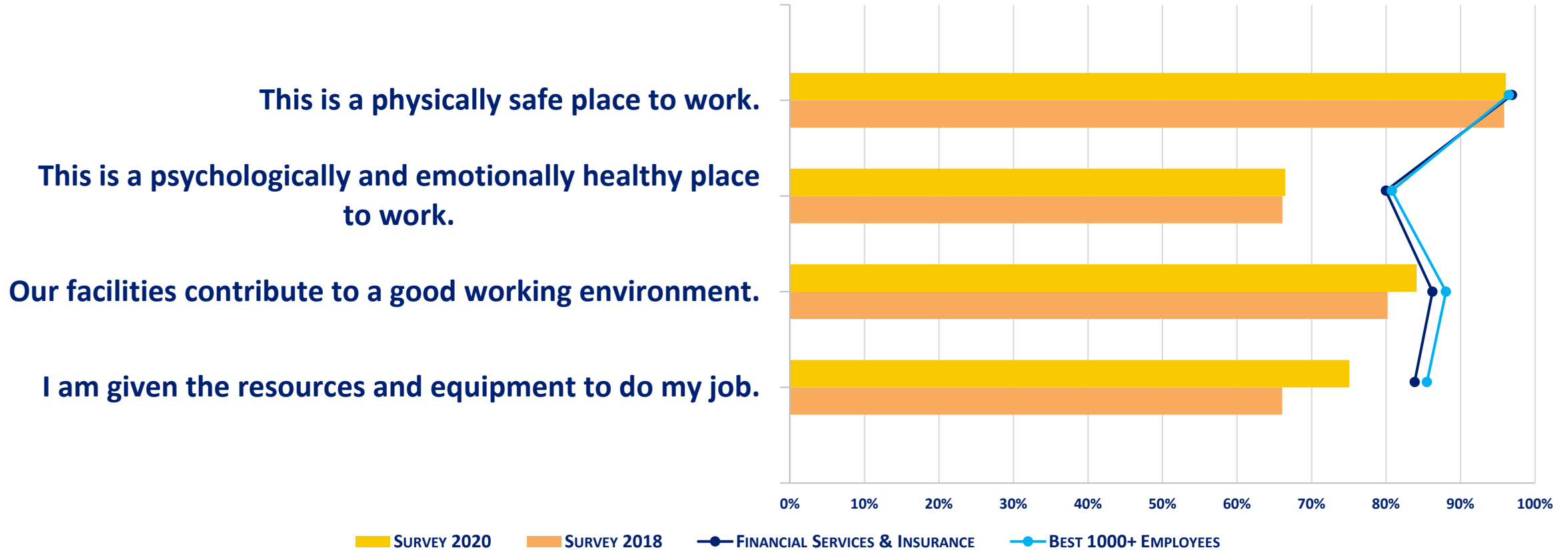
## Secondary Strength

- **CARING: Balancing - Encouragement of work/life balance and flexibility for time-off when required**

\* Key Driver with strongest impact on overall rating as a great place to work

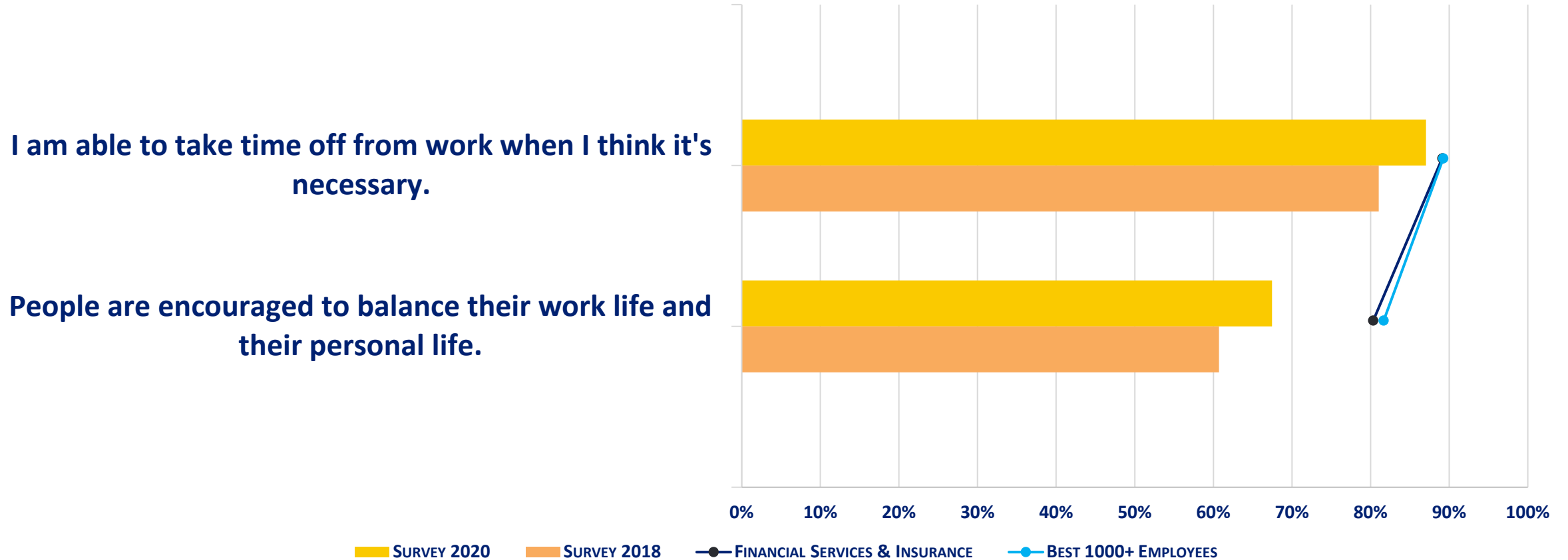
# Key Drivers – Relative Strength

## WORKING ENVIRONMENT



# Key Drivers – Secondary Strength

## CARING: Balancing



# Focus areas

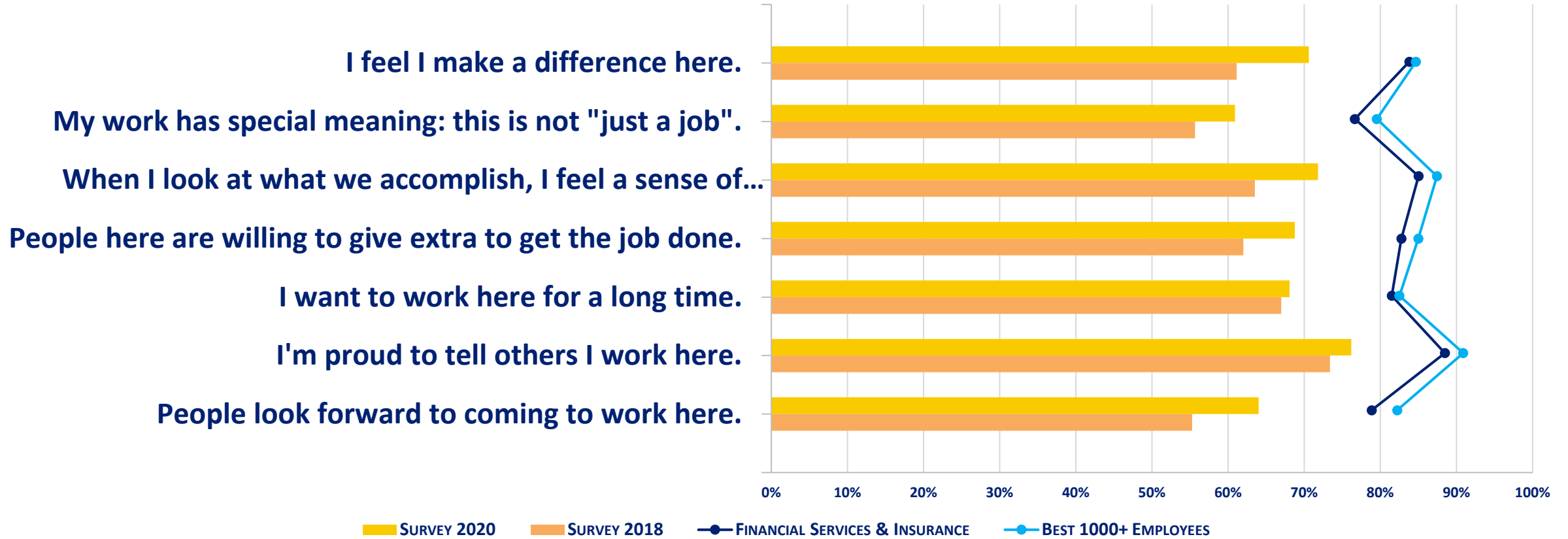
## Opportunities

- **EMPLOYEE ENGAGEMENT** - Feelings of making a difference, having work meaning, pride, giving extra effort, looking forward to and wanting to work here for long time \*
- **COOPERATING/TEAMWORK** - Feelings of family or team, being in it all together, avoiding politics, and counted on to cooperate
- **HIRING: Process** - Hiring people who fit in well

\* Key Driver with strongest impact on overall rating as a great place to work

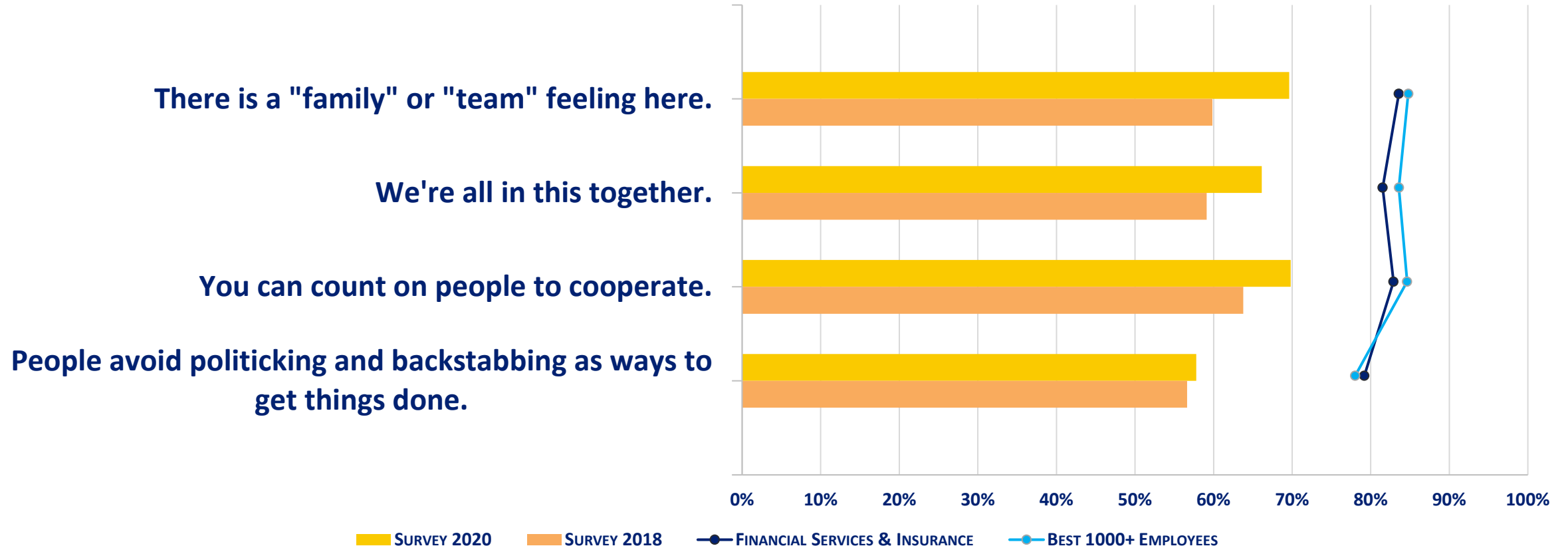
# Key Drivers – Opportunity

## EMPLOYEE ENGAGEMENT



# Key Drivers – Opportunity

## COOPERATING/TEAMWORK

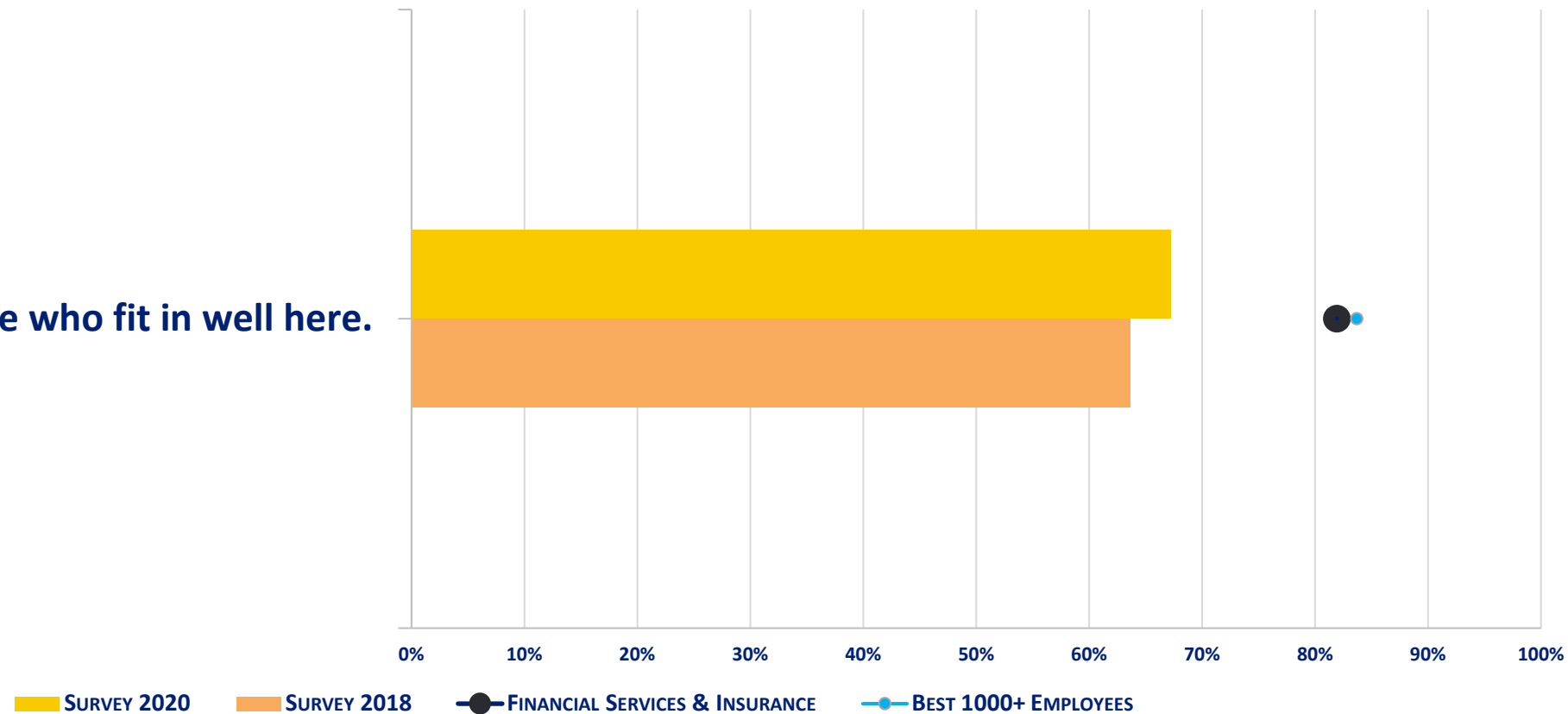




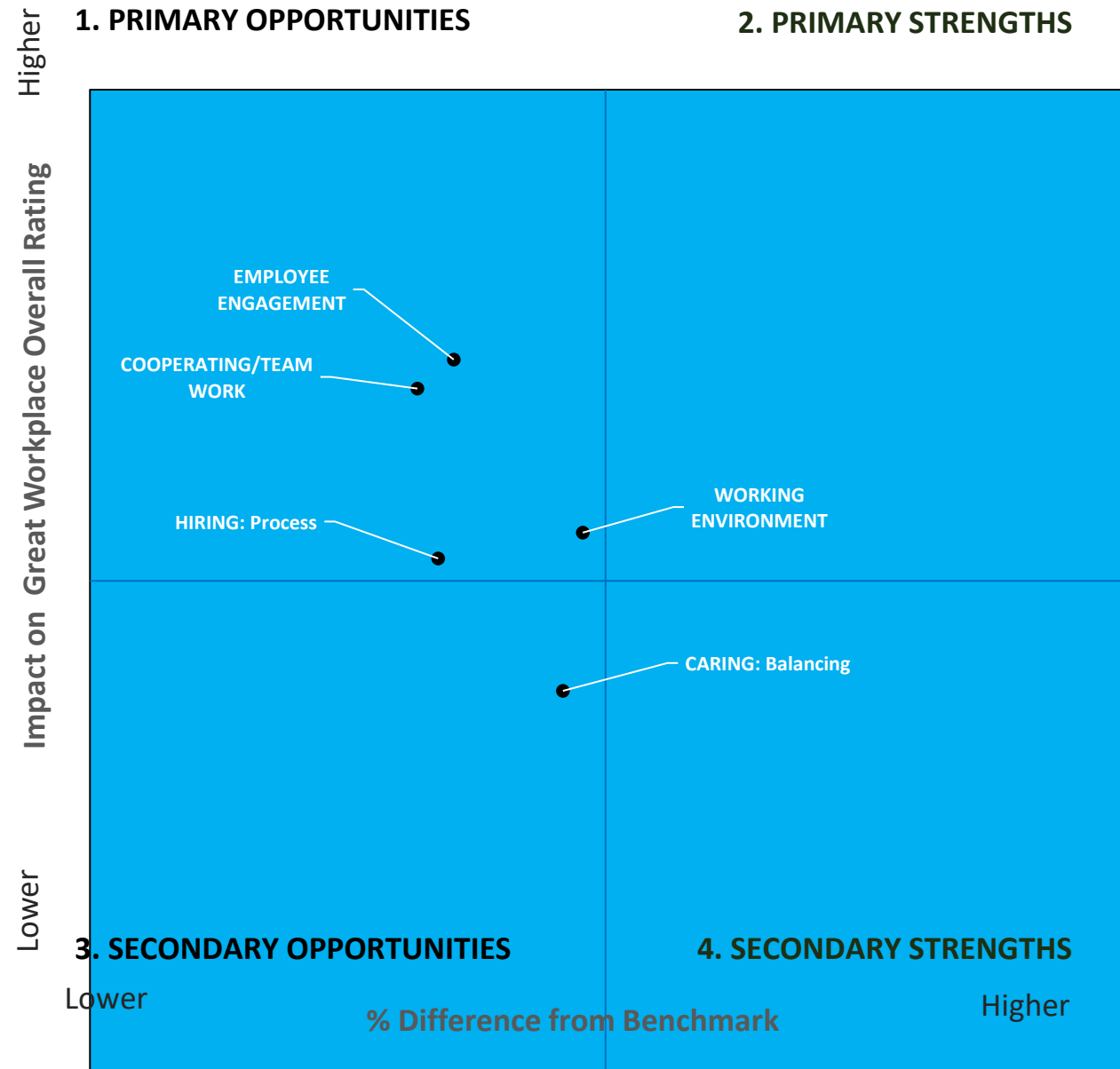
# Key Drivers – Opportunity

## HIRING: Process

Management hires people who fit in well here.

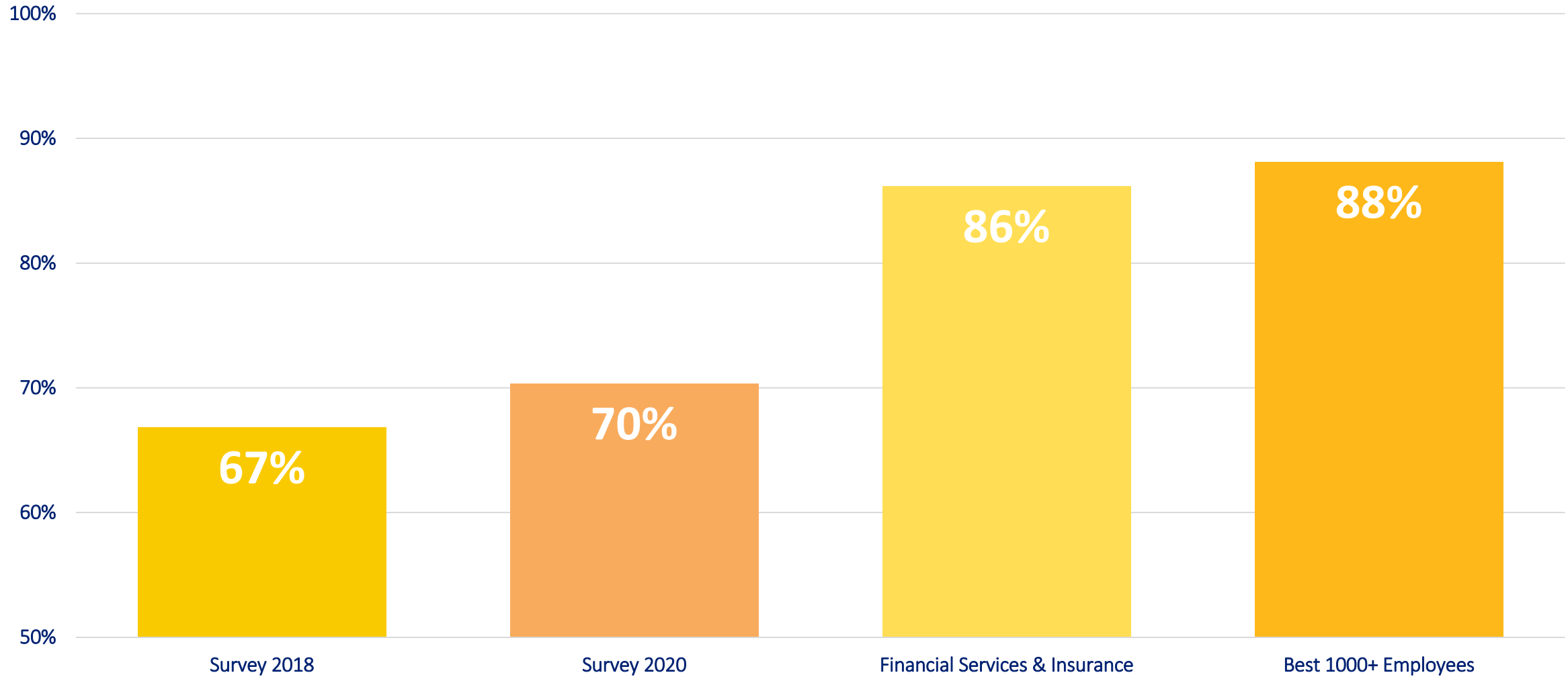


# Focus areas



# Overall Rating

*Taking everything into account, I would say this is a great place to work*



# eNPS Groupings

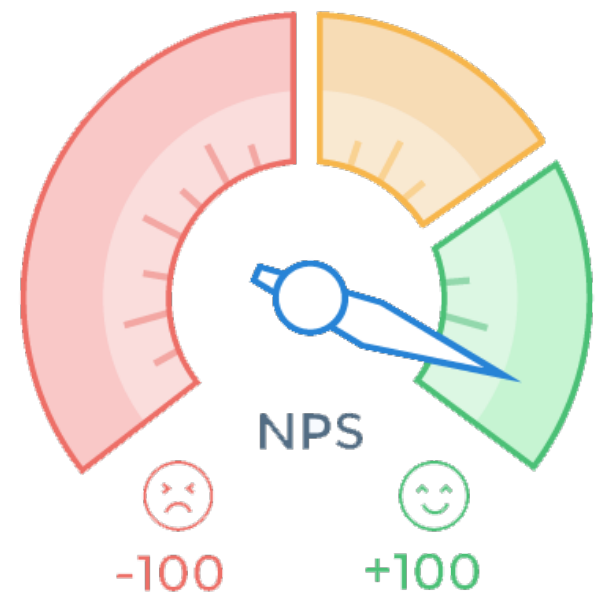
**Promoters**  
anyone who responded to the question with a 9 or 10



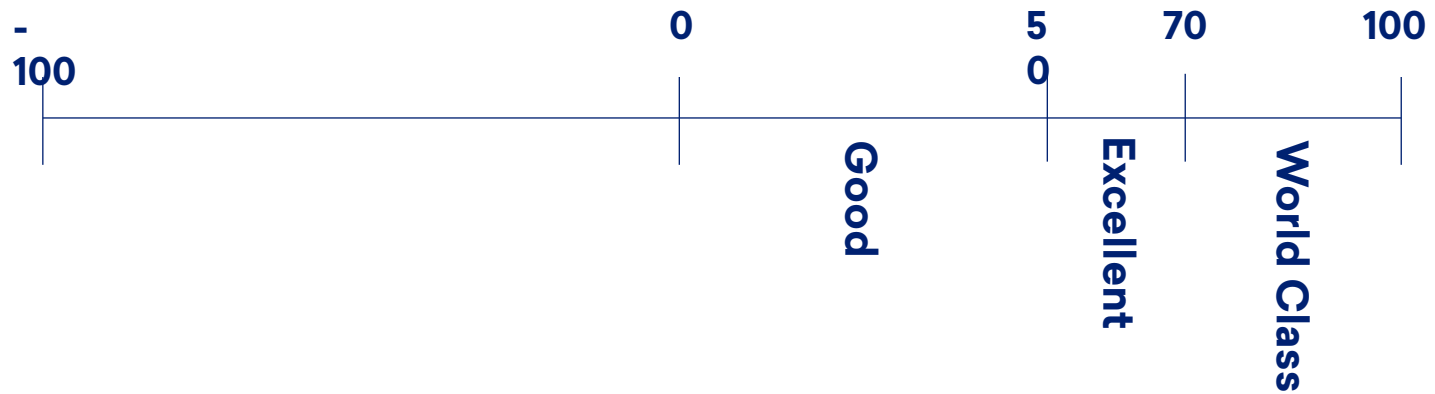
**Passives**  
anyone who responded to the question with a 7 or 8



**Detractors**  
anyone who responded to the question with 0 - 6

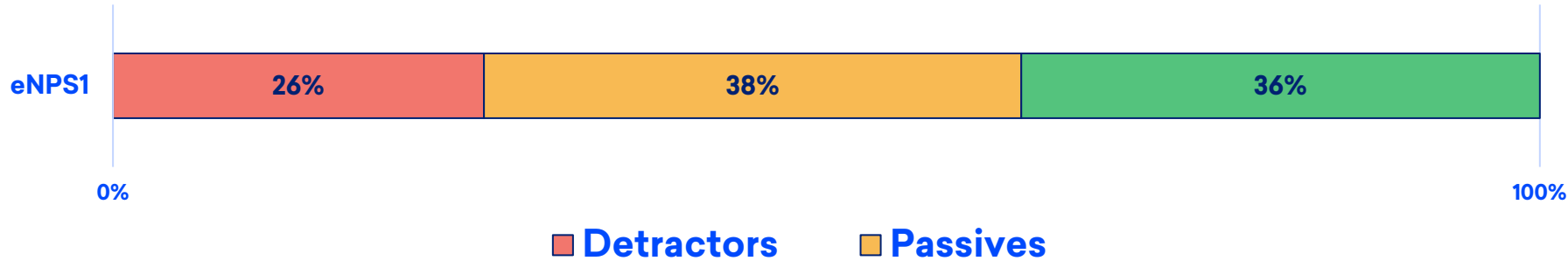


# eNPS Calculation

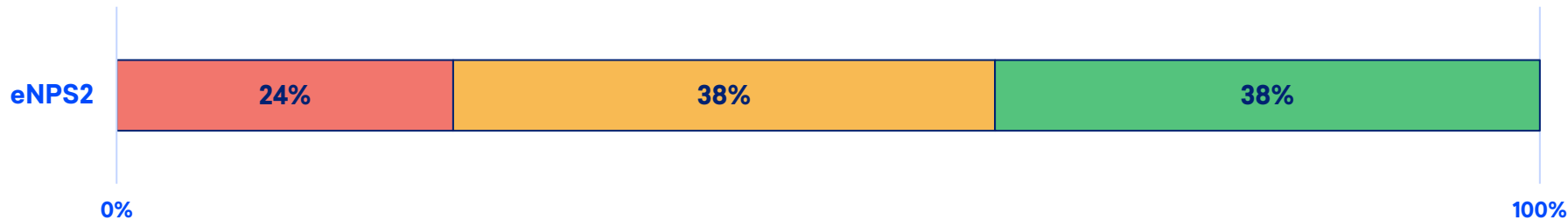


**eNPS1 (employer):**

How likely are you to recommend CI Financial as a place to work to your friends and family?<sup>®</sup>  
(Please answer 0 - 10 where 0 = not at all likely, and 10 = extremely likely.)



**+10**  
2018  
+1



**+15**  
2018  
+7

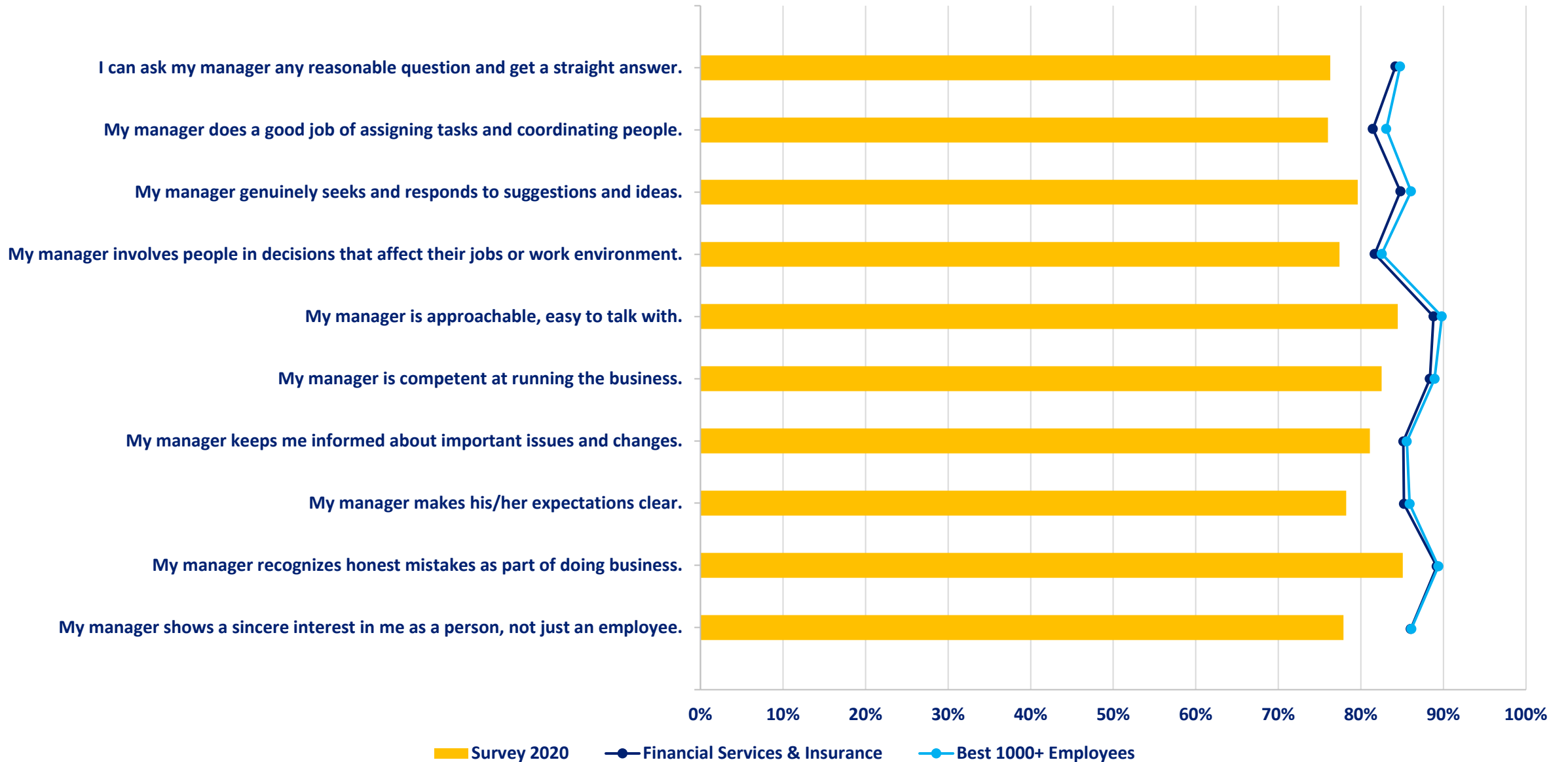
**eNPS2 (services/products):**

How likely are you to recommend your employer's products and services to your friends and family?<sup>®</sup>  
(Please answer 0 - 10 where 0 = not at all likely, and 10 = extremely likely.)



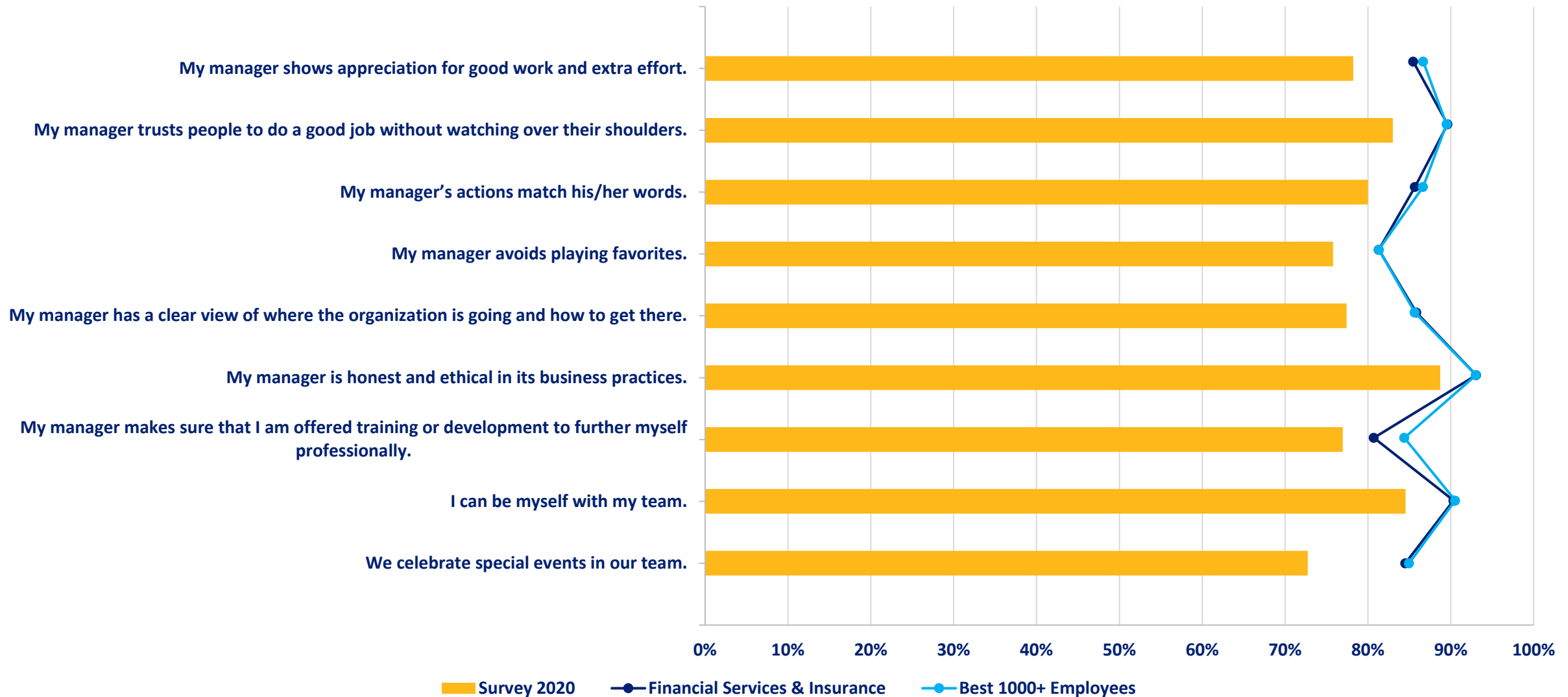
# Managerial Index

# Managerial Statements





# Managerial Statements (Continued)



**Great  
Place  
To  
Work<sup>®</sup>**

**Certified**

CANADA

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