

Be Great.



We look forward to partnering with you...

Benefits & Opportunities

- Talent Acquisition – increasing top quality candidates:
 - Be recognized as an Employer of Choice in your market. This will help acknowledge one of the many reasons why your organization is a leader in the industry.
 - Being Great Place to Work CERTIFIED allows you to leverage our globally recognized brand to distinguish your culture as being one of the best. Use the certification badge on all promotional assets including website and social media; helping you stand out in a competitive market.
 - You will also be promoted on our social media as well as PROFILED on our website.

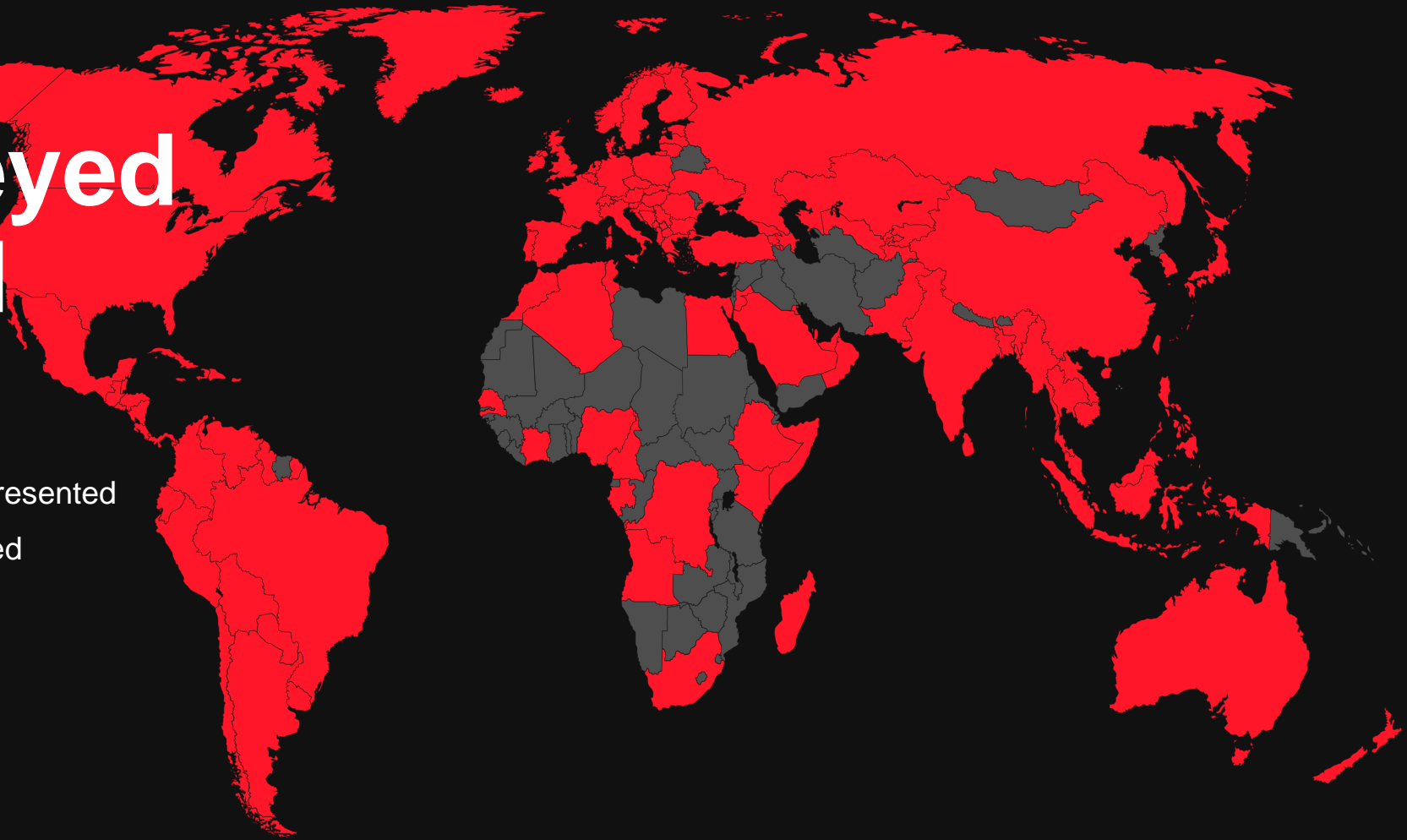
- High Employee Retention:
 - Our survey data helps you meet your business goals and understand how to best retain your talent. We provide clear, actionable and data driven next steps, which align to your strategic objectives. Our focus is to help you maximize the human potential on your team. This analysis enables an understanding of the strengths and opportunities in various demographics, understand diversity and inclusion; and most importantly allows management a straight-forward path to drive business.
 - Benchmark against the best organizations to understand what others are doing to address similar challenges and retain their talent.

- Marketing and Branding:
 - Leverage the Great Place to Work certification to position your organization prominently with your clients, as you take pride in sharing that you are CERTIFIED. This helps frame your organization as caring about its culture.
 - An organization that values a supportive culture and working environment, demonstrates yet again, why it's a leader in the industry.

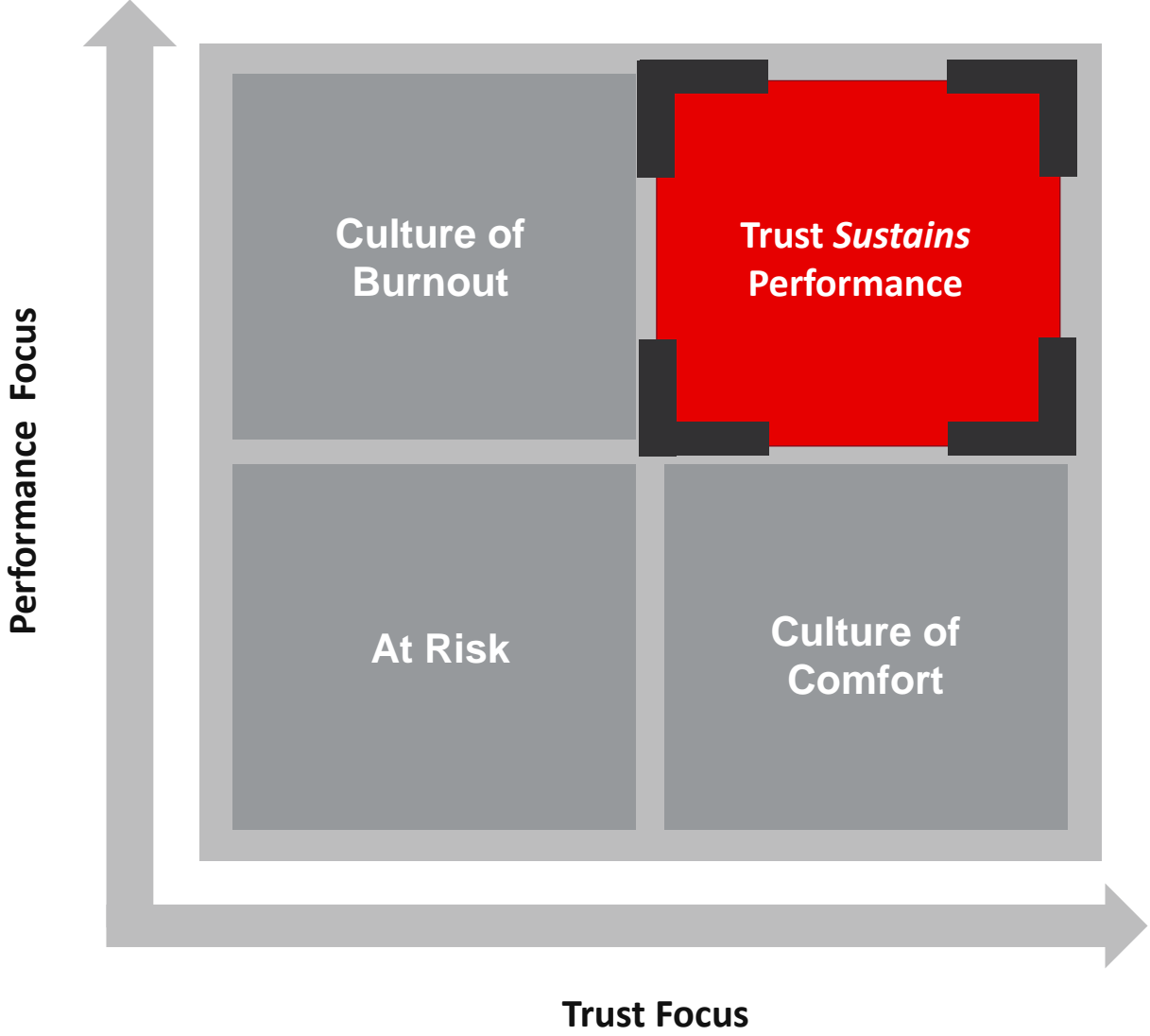
Our mission is to build a better world
by helping organizations become
great places to work for all.

We surveyed the world

- 10.2 Million Employees Represented
- 3.3 Million People Responded
- 10,000+ Companies
- 97 Countries
- 92 Languages

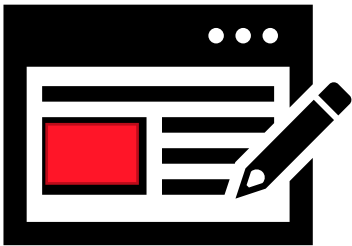


High Trust Sustains High Performance



The Journey

Supporting your journey from assessment to one of the Best



Trust Index© Survey & Culture Brief™

Certification™

15+ Best Workplaces™ Lists

Culture Audit©

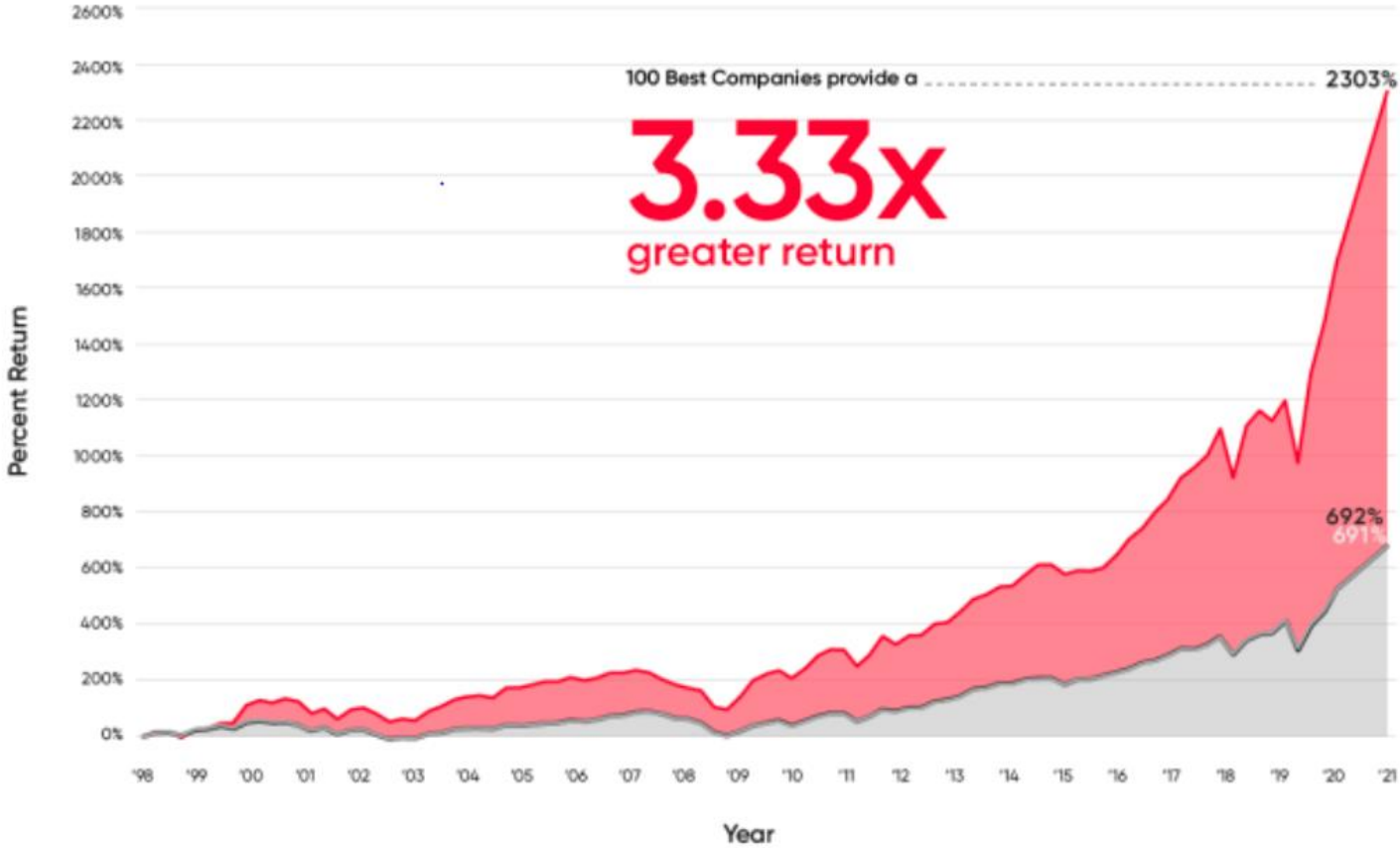
Best Workplaces™ in Canada

Sustained Results and Faster Recovery

Cumulative Return of 100 Best | 1998-2021

The 100 Best Companies to Work For® have outperformed the market by a factor of 3.33

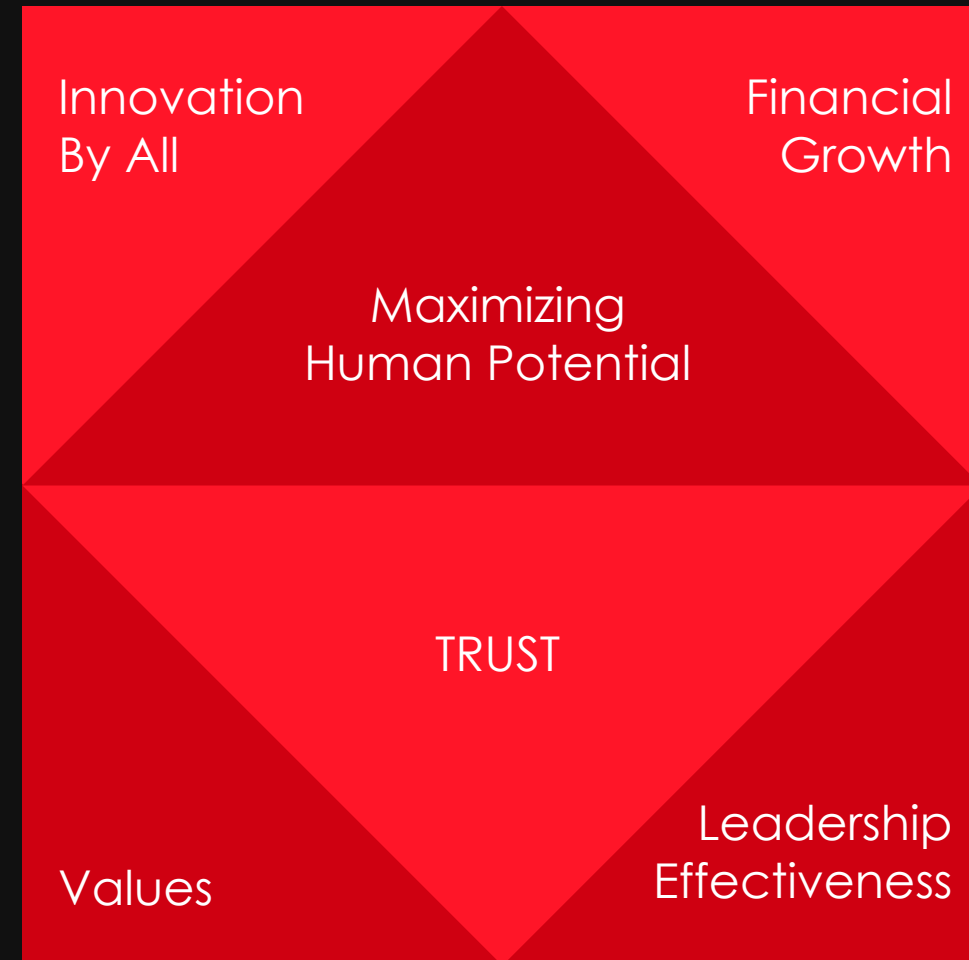
- 100 Best
- Russell 1000
- Russell 3000



Our For All Methodology

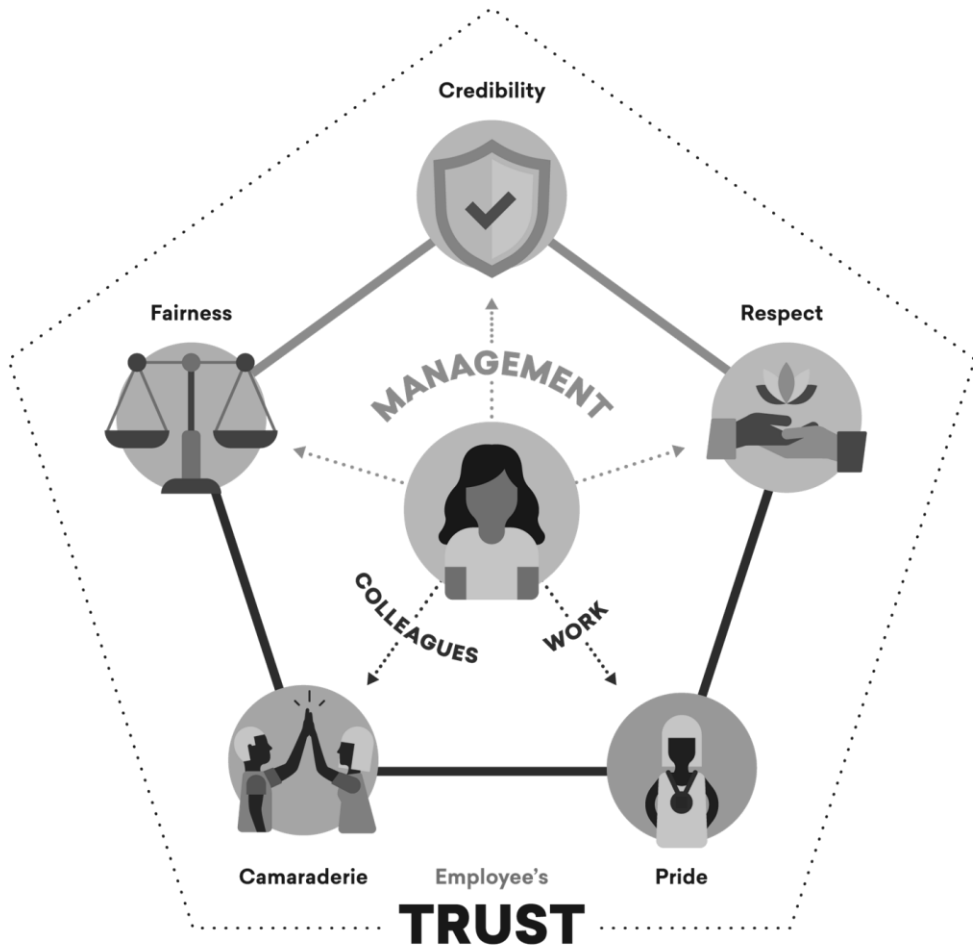
Great workplaces For All maximize their human potential through effective leadership, meaningful values, and a deep foundation of trust with all employees, regardless of who they are or what they do.

When those dimensions are in place, workplaces benefit from improved innovation and financial growth. Our For All Methodology is based on this model and it's how we select all of our Best Workplace Lists.

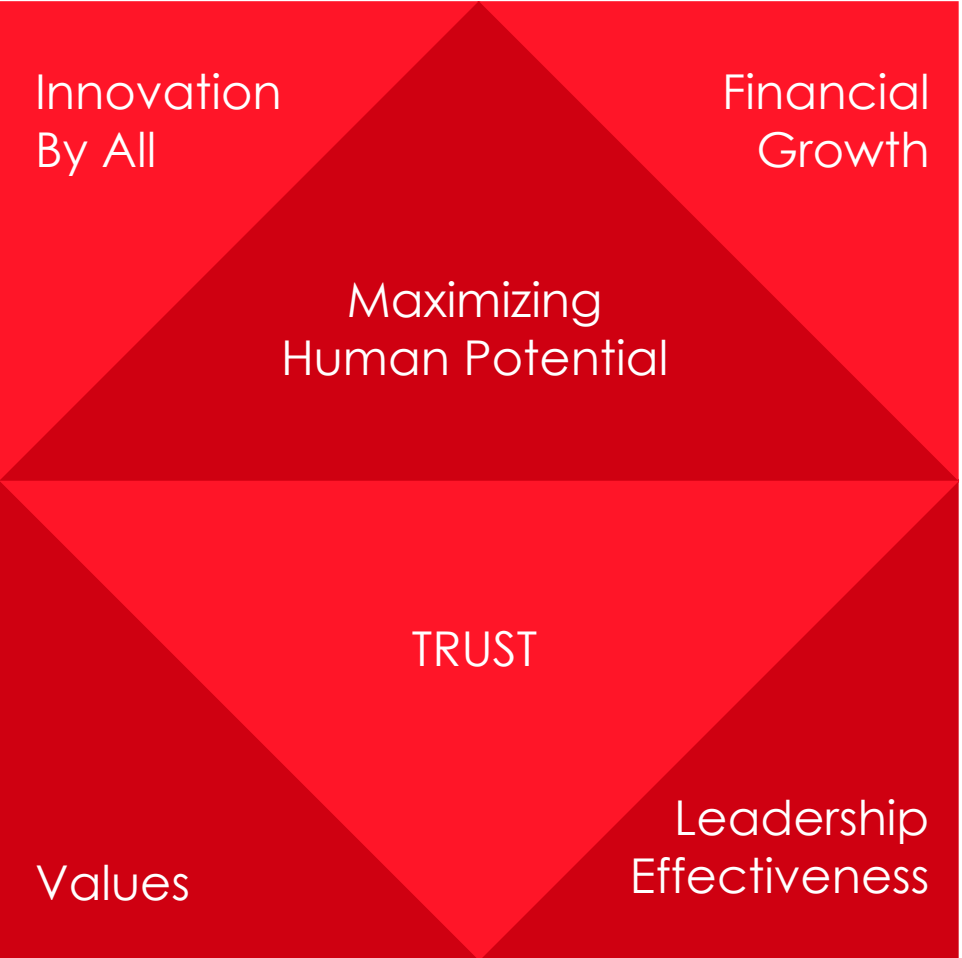


Framework for Understanding Trust

Building Trust

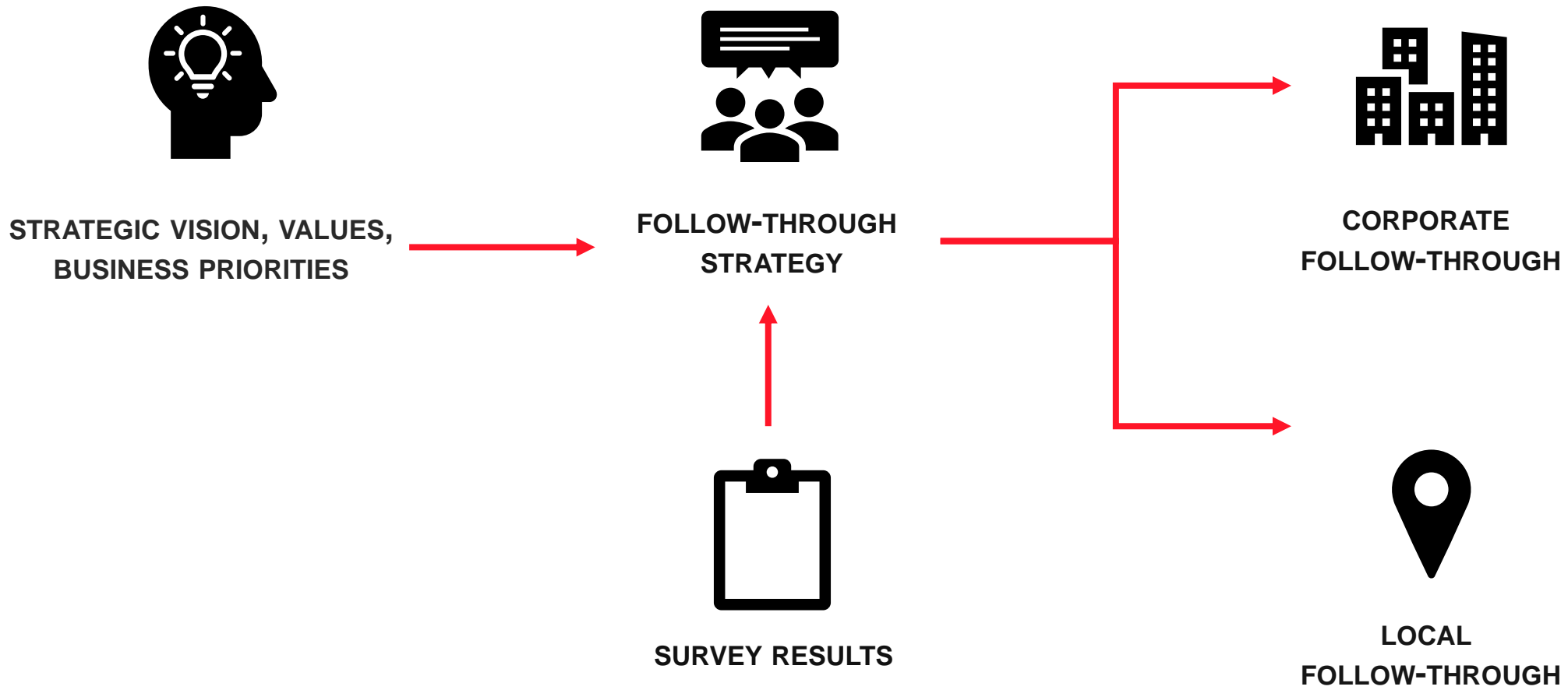


Becoming a Great Place to Work For All



Moving into Action

Aligning follow-through with business strategy



Your Journey to Be a Great Place to Work

1. Measure

Trust Index Survey

Gain insight into your employee experience and benchmark against the best.

2. Understand

Trust Index Presentation

Understand your results, demographic trends, key motivators and areas of focus.

3. Communicate

Trust Index Summary

Promote transparency and accountability by sharing results with your teams.

4. Align

Executive Alignment Sessions

Align your executive team on key business priorities and people strategies.

5. Act

Action Planning Workshops

Involve team members in crafting their own solutions and committing to action.

6. Dig Deeper

Focus Groups

Gain further insight into the barriers and root causes in areas where trust is lower.

7. Develop Leaders

People Leader Portal

Empower your leaders with training and skills to embrace their role as people leaders.

8. Check-In

Pulse Surveys

Monitor employee sentiment and validate your action plans with regular check-ins.

9. Repeat

Measure Engagement Again

Build and maintain a culture of trust in your workplace with every action you take.

Action Priorities – Focal Points (sample information only)



- **Systematically assess leadership roles, capabilities, and development needs for leading and managing ambitious business growth.**



- **Engage leaders and staff in a collaborative process that defines and models the expectations, competencies and processes for strengthening fair, merit-based career advancement/ promotions throughout.**



- **Review specific resourcing and equipment needs by department, e.g., targeted questionnaire, focus groups, etc. to identify and prioritize most important needs within and across business units; update as necessary.**



- **Systematically map key workflow processes, project management and staffing approaches to identify potential gaps, weaknesses and/or inefficiencies within and across departments.**

“A Great Place to Work For All shares the essential values that every organization should follow to thrive in the future.”

Marc Benioff
Chairman & CEO
Salesforce



We Work With Many of the World's Leading Brands



Thank You!



www.greatplacetowork.ca