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What is Great Place to Work® Certification?



At Great Place to Work®, our mission is to build a better world by helping organizations make great places to work for all. For over 30 years, we've worked with leading companies of all industries, locations, and sizes to help build and recognize high-trust workplace cultures.

Why do we focus on winning, high-trust culture? Our research has shown again and again that a high-trust culture at work means more than a better employee experience – it also means a business advantage in a competitive economy.

Our Great Place to Work® Certification program leverages our latest research on best companies to help you:

- Quantify your culture strengths and growth opportunities using data from your employees and organizational practices
- See how you compare to the Best Workplaces
- Strengthen your employer brand as a vetted, Great Place to Work®-Certified™ organization with a Certification badge and an online review page.

We offer several different Certification packages, depending on the complexity of your organization and the level of actionable insights you'd like into your employee experience. Learn more about our Certification packages [here](#).

Best Workplaces Lists

Grow your employer brand as a Best Workplace with more than 20 recognition opportunities.



Certification also makes you eligible for a spot on the many Best Workplaces lists we produce in partnership with FORTUNE Magazine, including the FORTUNE 100 Best Companies to Work For®. Once you're Certified, we'll automatically consider you for all Best Workplace lists. [Find out more about our lists and eligibility requirements.](#)

What Are the Benefits of Certification?

Certification leverages 30 years of data on leading companies to help you turn your unique culture into your business advantage.



Know What's Working. We break down your culture into trackable metrics that will help you align your people strategy to drive business results. Plus, see your scores benchmarked against best companies.



Recruit Top Talent. Certification gives potential new employees the undeniable proof that you're a great place to work, and sets you apart in today's competitive talent space.



Build Brand Awareness. Brand yourself as a company that cares about its people. Make Certification part of your marketing strategy.



Engage Your People. Employees at high-trust companies say that they'll give extra to get the job done. Find out your culture strengths and opportunities, with clear insights into how to improve engagement.



Grow Your Bottom Line. High-trust workplaces are 26% more likely to have above average revenue growth.



Reduce Turnover. Best Workplaces have 50% lower turnover rates than industry competitors.



Boost Customer Satisfaction. High-trust cultures enjoy customer satisfaction ratings about 3 points higher than competitors.

What is the Certification Process?



Get Certified in 6 simple steps.

1. **Select Your Recognition Preferences.**

Once you've purchased your Certification package, select which Best Workplaces lists you'd like to be considered for with the **Certification Portal**. As you go through the Certification process, we'll send you reminders about critical deadlines for the lists you've selected.

2. **Setup Your Trust Index Survey.**

Next, setup and launch your Trust Index© Survey to your employees. This 54-question survey captures your employees' perceptions of your workplace based on our industry-proven Trust Model© and measures the consistency among your employee's experiences.

3. **Complete Your Culture Brief.**

Now, complete your Culture Brief©. The Culture Brief© is a questionnaire that asks for demographic information about your organization and the programs, policies, and practices you offer your employees – this is where you share what makes your company unique and special!

4. **Approve Your Review.**

Once your Trust Index survey and Culture Brief are complete, we'll determine if you hit the 70% average positive employee experience to qualify for Great Place to Work® Certification! All you have to do to complete your Certification is edit and approve your [online, public review page](#) detailing your top survey results.

5. **Analyze Your Results.**

Once your review is live, it's time to dive into your Certification Report and review the actionable insights about your culture strengths and growth opportunities. You'll also find out how your results compare to the Best Workplaces.

6. Promote Your Certification.

It's time to promote your status as a Great Place to Work®-Certified™ company! Share the good news with your employees and externally, and send your Certification badge to your marketing team. You'll also have the chance for nation-wide brand recognition by placing on our many Best Workplaces lists. Check our [list publication calendar](#) for more details.

What Support Will I Receive During the Certification Process?

Our team of dedicated support experts will have your back every step of the way. We're proud of our 95% customer satisfaction rating and work hard to make sure you have everything you need.

We offer:

- Professional guidance to get fellow leadership on board
- Email, chat, and phone support available from 6am-5pm Pacific Time
- Communication toolkit for guiding employees through the Trust Index© Survey process
- PR toolkit to promote your Certification and leverage your badge and online review
- Additional consulting support available after the process concludes

Which Certification Package is Right for Me?

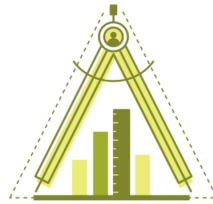
From the scrappy start-up to the industry-leading enterprise, we've got the perfect option for you.

PRICES STARTING AT



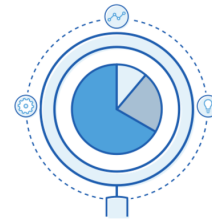
Certify
\$995

A high-level view



Grow
\$3500

A full culture check-up



Analyze
\$7500

A culture deep dive with
strategic insights

Certify

Our Certify package is perfect if you're more interested in being considered for our Best Workplaces lists than getting detailed insights into your employee experience. You'll have the chance to showcase your high-trust workplace culture and build company pride. Plus, you'll receive a high-level Certify report with your scores of the five dimensions of our Trust Model®, your culture strengths and opportunities, and benchmarks from Best Workplaces.

Grow

We call Grow a "full culture check-up" for a reason – you'll receive everything in the Certify package plus detailed insights into your culture, including: all Trust Index results by statement, experience by demographic, our expert recommendations for moving forward, evaluation of your executive team effectiveness and level of innovation, and more.

Analyze

Our Analyze package is the perfect choice for larger organizations that want to a customized culture deep dive, with sophisticated insights into employee experience across different departments, job levels and more. You'll get everything included in our Grow package, plus expanded analysis on your executive team, year-over-year trends, experience across demographics, innovation, and much more.

Compare your options side-by-side [here](#).

What Are the Qualifications to Become Certified?

The qualifications for Certification are simple:

- Five or more full- or part-time employees in the US
- A minimum average score of 70% on the Trust Index® survey

What Happens if My Company Doesn't Meet the Requirements for Certification?

There are no losers in Certification. First, know that we keep your Certification results completely confidential – we never disclose the names of companies who participate in the process but don't become Certified.

While this isn't the result you hope for, you've still made substantial effort towards improving your employee experience simply by going through the Certification process. Some companies sign-up knowing they may not hit that 70% rating. Instead, they focus on reviewing the results and valuable insights within their Certification report, and then acting on those findings to achieve Certification next time.

Thank your employees for sharing their candid thoughts about your organization and share your results with them. Use the insights from your reports to create an action plan. And most importantly – don't give up! Set your sights on using your results as an opportunity to create continuous improvement and generate momentum to try again next year.

Wherever you are in your culture journey, Great Place to Work provide resources and support to help you achieve your goals. Contact us to learn about additional analysis and consulting services.