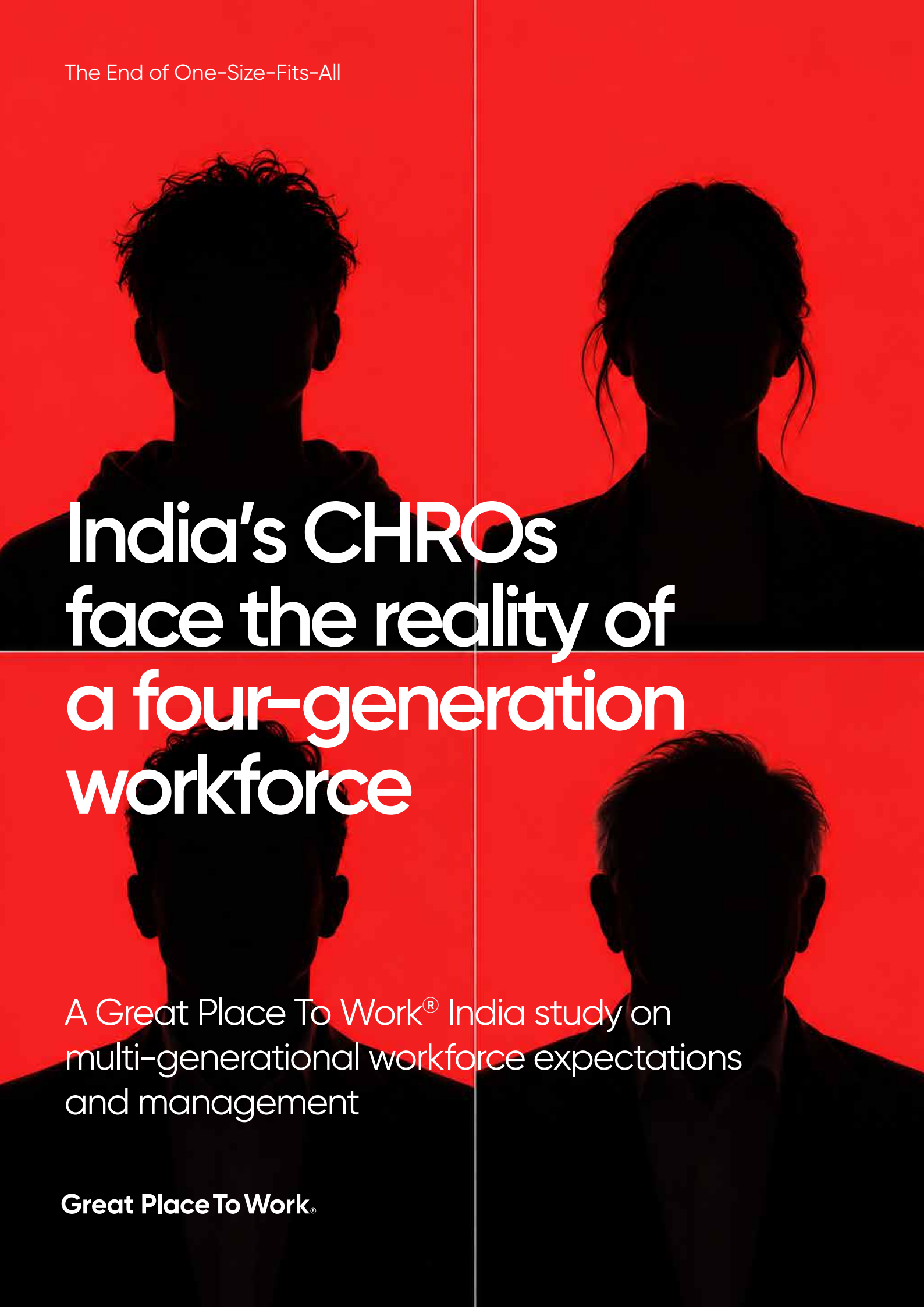


The End of One-Size-Fits-All

The background of the entire page is a solid red color. Overlaid on this background are four black silhouettes of people from the chest up, arranged in a 2x2 grid. The top-left silhouette is of a young man with curly hair. The top-right silhouette is of a young woman with long hair. The bottom-left silhouette is of a middle-aged man with short hair. The bottom-right silhouette is of an older man with short hair. A thin white vertical line runs down the center of the page, separating the two columns of silhouettes.

India's CHROs face the reality of a four-generation workforce

A Great Place To Work® India study on
multi-generational workforce expectations
and management

Great Place To Work®

CEO foreword

// Understanding every generation builds better workplaces. //

Balbir Singh

Chief Executive Officer
Great Place To Work® India



Corporate India workforce is becoming more diverse than ever before, and with it is evolving expectations of each generation. For the first time, organisations are simultaneously managing employees from four generations, each shaped by different life stages, career aspirations, and expectations from a great workplace. Yet many workplace practices continue to be designed with a one-size-fits-all mindset, creating a growing gap between what employees expect and what organisations provide.

To understand how Indian organisations are navigating this shift, Great Place To Work® India conducted an exclusive Voice of CHROs study to capture the perspectives of CHROs and HR leaders on managing a multi-generational workforce. The findings reveal that while leaders recognize the increasing complexity of generational expectations, only 3 in 10 CHROs report having a clear understanding of what motivates employees across generations. At the same time, workforce composition is evolving rapidly with influx of Gen Z, employee expectations are becoming more diverse, and managers are increasingly expected to bridge differences in ways of working, learning preferences, communication, and career ambitions. Through this report, we simplify the multi-generational

workforce conversation by identifying the key forces reshaping talent management, highlighting the areas where generational friction is most likely to emerge, and five practices that help organisations leverage the multi-generational diversity into a workforce advantage. The need of the hour is for leaders to create a workplace where employees of all ages can contribute, grow, and thrive together. The most effective organisations will recognise that while expectations may differ, culture experience must not. We hope the insights and practical actions in this report help leaders build workplaces that embrace diverse needs and perspectives while strengthening a shared culture, common purpose, and consistent employee experience for all.

Five Trends On Multi-generation Workforce Every CHRO Needs To Know

01

Gen Z is reshaping the workforce

28%



Representation of GenZ has doubled to 28% in past 3 years, and is expected to rise to 47% by 2030.

02

CHROs do not fully understand generational motivation

3 in 10 CHROs



say they have a clear understanding of what motivates different generations.

03

Flexibility is the biggest friction point

66%



of CHROs identify flexibility and hybrid work as the largest area of friction, followed by a lookout for fast career progression.

04

Understanding generations reduces attrition

38%



Organizations that understand what motivates different generations report a 38% less voluntary attrition.

05

Managers need support

50%



Half of today's managers need help navigating a multi-generational workforce.

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Section 01

Why Multi-Generational Talent Management has become a Strategic Priority?

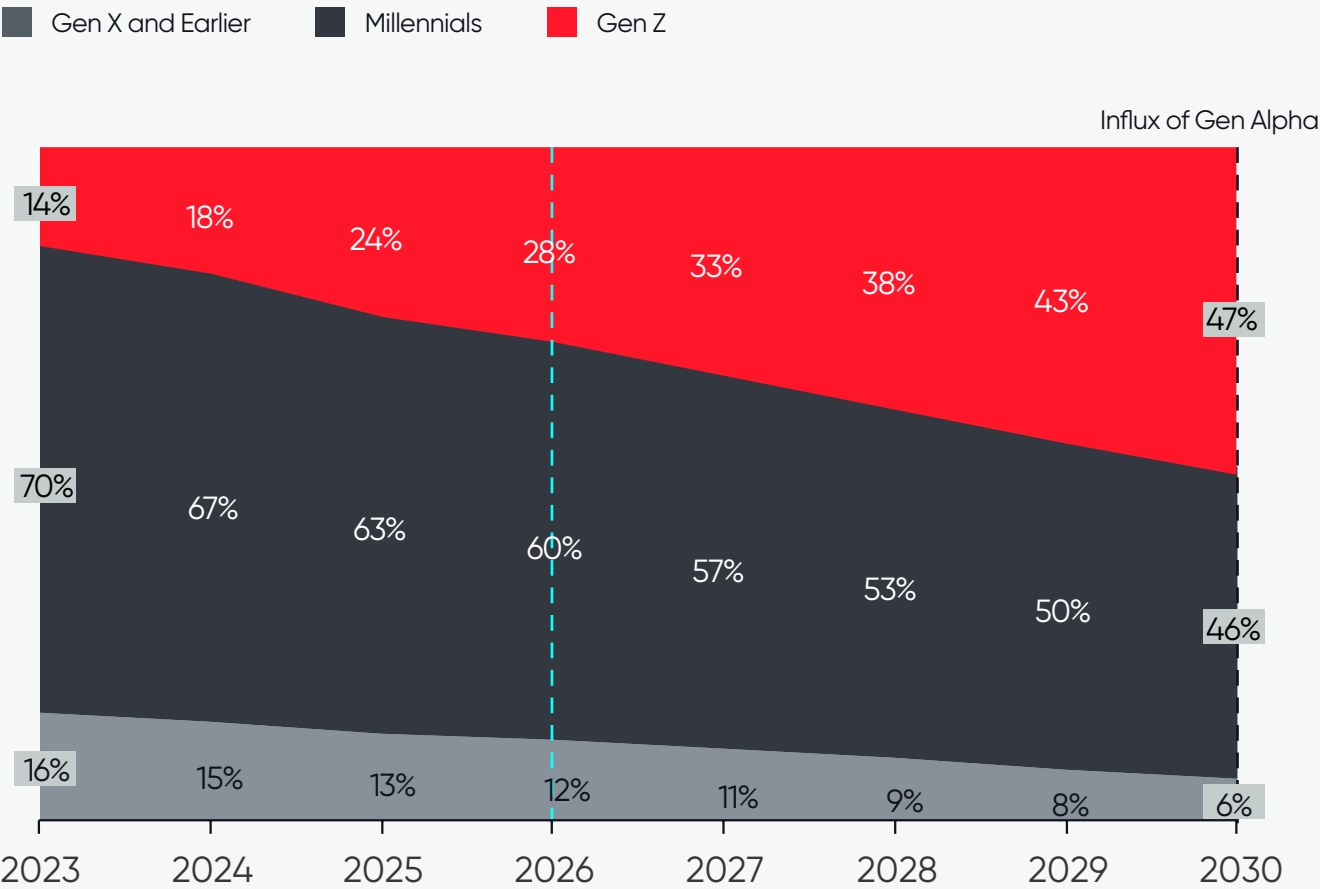
Workforce composition shifts are accelerating the need for new talent strategies

Organisations have traditionally relied on talent strategies designed for a workforce largely shaped by Millennials and Gen X employees, where expectations around careers, work, and growth were relatively more aligned. That approach is becoming increasingly difficult to sustain as workforce composition changes rapidly. This shift is clearly visible in the growing

representation of Gen Z, which has doubled over the past three years and is expected to rise by 19% by 2030.

By 2030, we will also be preparing to onboard employees from a new generation – Gen Alpha, adding yet another layer to an already complex mix.

Past and Forecasted Workforce Representation Trend



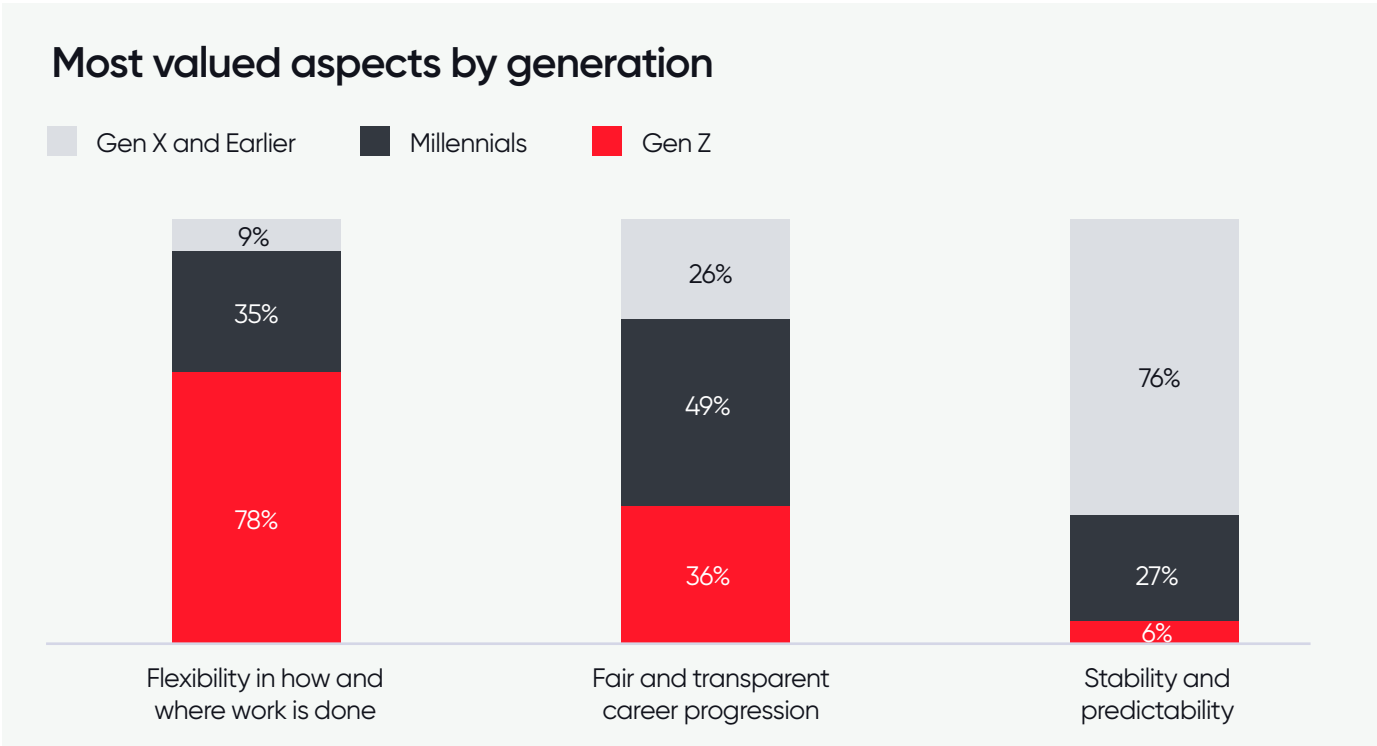
What people value at work is becoming more diverse across generations

What people value at work is no longer defined by a single, shared view of the workplace. As new generations enter the workforce, expectations are becoming increasingly distinct, shaped by different life stages, career priorities, and experiences of work.

For Gen Z, **flexibility** has become a defining priority as work is expected to fit around life rather than the other way around. Millennials place greater emphasis on **fair and transparent career progression**, having spent much of their careers navigating rapid change, rising aspirations, and increasing competition for growth opportunities. Gen X and earlier

generations, meanwhile, place greater value on **stability and predictability**, drawing from careers shaped by multiple economic, organizational, and technological shifts where security and consistency remain important anchors.

This shows that even when employees across generations work under the same roof and operate within similar workplace norms, what drives them to stay, leave, engage, or disengage varies considerably. These varied expectations leave little room for a single lens when shaping people decisions and employee experiences.



Generations are adapting to pace of change at very different speeds

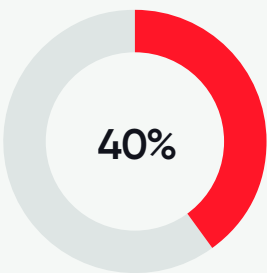
As AI, technology, and work itself evolve rapidly, **generations are adapting to these shifts at different speeds.**

This difference is already creating friction, with **40% of CHROs identifying the pace of technology adoption as a key source of generational tension.** Younger employees tend to adopt new tools quickly and expect the organisation to move at the same pace, while more experienced employees weigh change against **proven ways of working and deep institutional knowledge.** The meeting of two speeds may cause friction: impatience on one side, and a sense of being rushed or overlooked on the other.

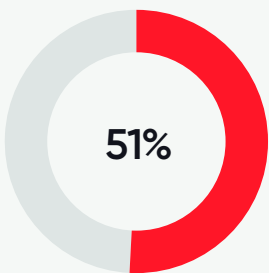
Our research shows that while **only 51% CHROs** have differentiated learning and reskilling initiatives by generation, 26% of CHROs didn't adapt employee experiences for different age groups.

For CHROs, the challenge is not just building future-ready capabilities, but doing so in ways that leverage institutional knowledge and ensure the pace of change does not leave parts of the workforce behind.

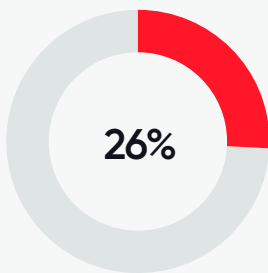
CHROs' responses on pace of change



of CHROs cite speed of technology adoption as top reason of generational friction



of CHROs have differentiated learning and reskilling by generation and offer varied career paths



of CHROs admit they do not intentionally adjust employee experience for different age groups

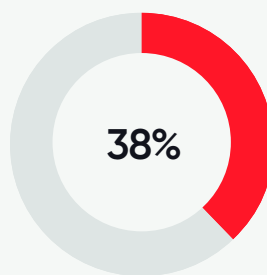
How generations work together can strengthen workplace culture

4 in 10 CHROs cite communication styles, attitudes towards hierarchy, and authority as **sources of generational friction**.

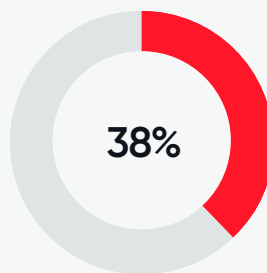
As employees from different generations bring distinct perspectives on feedback, collaboration, and decision-making, differences in how work gets done are becoming more visible in everyday workplace interactions. The challenge is no longer just managing generational diversity but **enabling generations to work effectively together**. How well organizations bridge these differences will increasingly shape culture, productivity, and innovation.



CHROs' responses on culture complexity



of CHROs cite differing attitudes toward hierarchy and authority as a friction point



of CHROs point to communication styles as a source of generational friction



Pause & Reflect

How confident are you that your organization can answer these questions with data and not assumptions?

- What makes your Gen Z employee stay?
- What frustrates your mid-career Millennials?
- What motivates your most experienced employees today?

If the answers vary by manager, you may have an understanding gap you need to address.

The Manager's Role Is Becoming More Complex Than Ever

All four forces of the multigenerational workforce land on the same person: the manager. They are asked to blend four generations into one team, reconcile competing definitions of a great workplace, rebuild skills faster than roles change, and shape the daily behaviours that decide whether difference becomes friction or advantage.

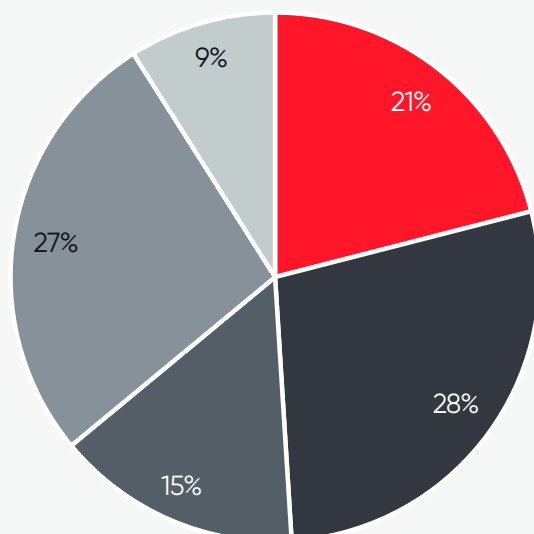
Yet insight has not turned into capability. 54% of CHROs say they understand what motivates each generation, but only

21% have institutionalised formal manager training or guidelines for leading multigenerational teams, while another 27% admit the need and have done nothing about it.

That gap is expensive. **64% already trace early exits to manager or team fit**, meaning the return on every generational strategy is decided in the hands of managers who have not been equipped for the job. Building that layer is the difference between a workforce that is diverse on paper and one that performs because of it.

CHROs' view on current state of manager capability building to support multigenerational workforce

- Yes, with formal capability building and clear manager guidelines
- Yes, informally through expectations and coaching
- Some updates in specific teams or functions
- No, but we recognise the need
- We do not believe management needs to be differentiated by generation





Section 02

3 Frictions That Decode Generational Mindset

Competing Priorities, Everyday Experience, And Retention

Only **3 in 10 CHROs** say they have a clear understanding of what motivates different generations

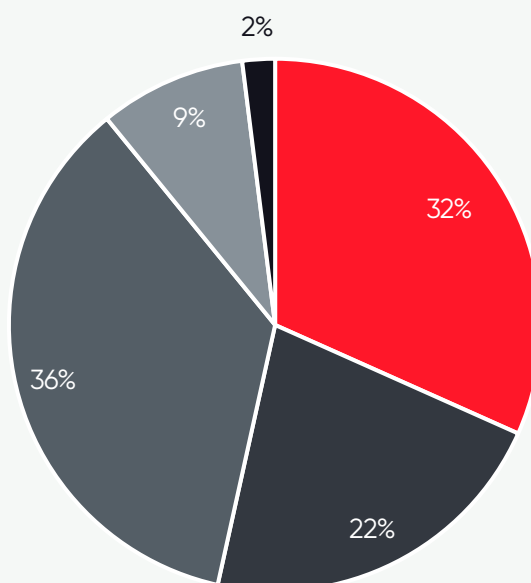
The finding suggests that leader's **confidence in decoding generational preferences remains limited**, even as age diversity in the workforce continues to increase.

Majority of the leaders today depend on irregular observations or scattered external research to understand their workforce needs. Understanding **what drives employees appears to be far less certain** than simply recognising that those differences exist.



CHROs' perspective on understanding what motivates a different generations

- Very well; regularly validated using employee feedback or data
- Well; based on internal research or analysis
- Somewhat well; based on manager feedback and observations
- Limited understanding; based mainly on external research
- We have not looked into this yet



A one-size workplace incurs high costs

A one-dimensional approach to workplace design comes at a cost. Organizations that lean too heavily on flexibility may alienate employees who seek clarity, consistency, and security, while those anchored in rigid structures **risk losing emerging talent before they fully engage and grow.**

This is evident in the data, where **career progression (69%), credible leadership (68%), flexibility (60%), and meaningful work (58%)**

all emerge as non-negotiable expectations for employees. Rather than choosing one priority over another, organizations are increasingly being expected to deliver a combination of experiences that together define a great workplace.

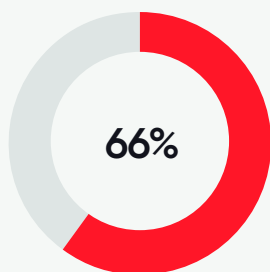
For CHROs, the challenge is to bring these expectations together in a way that feels coherent and relevant across the workforce.



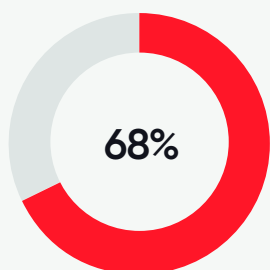
Friction sits in how work is delivered

The strongest sources of friction are not around culture or values, but around how work is experienced day to day. These findings suggest that employees are often aligned on what they want from work, but differ significantly in how they expect it to be delivered.

CHROs' responses on workforce frictions



of CHROs identify flexibility and hybrid work as the largest area of tension



of CHROs point to mismatch between role expectations and reality as a driver of early exits

Pause & Reflect



When was the last time your organisation asked employees from different generations what they want from work?

Last month?
Last quarter?
Last year?
Never?



The answer may tell you more than any survey benchmark.

Employees Leave and Stay for Different Reasons

Your Retention Strategy Cannot Have a Traditional Approach

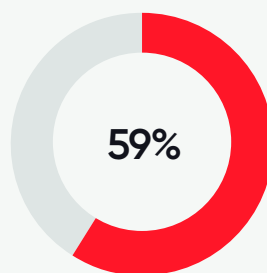
Most retention efforts are built to stop people from leaving. The stronger play is to give each generation a reason to stay. Gen Z walks away when flexibility disappears; Millennials and Gen X walk away when pay stops matching contribution; showcasing different triggers to employee exits.

A single, uniform retention playbook will therefore always under-serve someone.

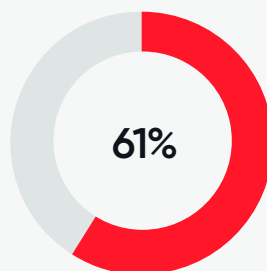
What will work moving forward is a common framework of fairness and opportunity. Organizations must tailor their approaches to the expectations, motivations, and career aspirations of different generations while creating a workplace experience that remains fair, cohesive, and inclusive for all.



CHROs' responses on retention complexity



of CHROs cite that for Gen Z employees, lack of flexibility is the top reason for exit



of CHROs cite that Millennials and Gen X and earlier employees are most likely to leave when pay does not meet expectations

Note: For more insights on Hiring & Attritions trends, view our other reports in the series, Voice of CHROs

The real risk is not generational diversity, but misunderstood expectations

Employees do not leave for the same reasons, nor do they define a great workplace through the same lens. What one generation sees as flexibility, growth, or as a strong leadership can look very different to another. Due to which friction emerges not from values themselves, but from how work, careers, and workplace experiences are delivered day to day.

Nearly 7 in 10 CHROs cite mismatches between role expectations and actual work as a leading driver of early exits, while 64% point to manager or team fit issues. The disconnect appears when workplace realities fail to match what

employees expect from the role, team, or organization.

Organisations that understand generational motivations report 38% lower voluntary attrition, suggesting that retention is closely tied to how well organizations understand, communicate, and manage employee expectations.

As expectations become more diverse, retention increasingly depends on an organization's ability to translate them into everyday workplace experiences rather than relying on a single employee proposition for all.



Spot The Assumption



Which statement is an assumption?

- ☐ Gen Z dislikes structure
- ☐ Older employees resist technology
- ☐ Everyone wants flexibility

Answer: All of them

Managing people based on stereotypes can be a big managerial risk.

Steal This Question

Ask your managers: what would make your best employee leave in the next six months?

If the answer is unclear, the retention risk already exists.



Section 03

Action Guide



The Leadership Playbook to Shift from Generational Friction to Workforce Advantage

An employee-centred solution framework for one workplace with one EVP and multiple credible routes to thrive.

Redesign the workplace to decode expectations, expand flexibility, co-create decisions, and upgrade capability across generations. Do this by listening continuously, involving employees early, and tracking progress to ensure impact.

The goal is not a different workplace for every generation. **It is a fair workplace with more than one route to thrive.**



Identify the Multi-Generational Frictions Leaders Face Today



Understanding differing expectations

"With evolving composition, how do we know what each employee wants?"

Sensitizing managers to create belonging

"How can managers respond to different needs while ensuring fairness and equal opportunity?"

Voice in decisions

"How do we bring fresh mindsets into leadership and governance?"

Learning the new-age skills

"How do we turn different skills and experiences into shared organisational capability?"



Creating meaningful choices

"How do we offer greater choice without creating a different workplace for every generation?"

Listen by need and life stage

Addressing the gap in understanding expectations

Expected Employee Outcome

Employees feel truly heard and valued, seeing their input reflected in visible decisions.

When leaders don't listen, employees are **~3x** less likely to put in extra effort at their jobs.

What to do

01 Create continuous listening platforms

Make listening a part of the organisation rhythm through pulse checks, listening circles, one-on-one check-in calls, and skip-level conversations.

02 Establish Employee Resource Groups (ERGs)

Use Employee Resource Groups and communities of interest to help employees connect around shared experiences, life stages or needs such as caregiving, early careers, returning to work, wellbeing or new managers. These groups can surface patterns that may not emerge through formal surveys alone.

03 Analyse the feedback

Analyse employee feedback by life stage, career stage, role and work model rather than relying on age alone.

04 Close the loop

Close the loop by showing employees what was heard, what changed and what could not change. Share the action plan and the progress status.

What to track

01 Breadth of employee voice

Whether feedback is coming from a representative mix of employees across life stages, roles and work contexts.

02 Depth of Insight

Whether listening is helping the organisation identify meaningful differences in employee needs rather than only collecting general sentiment.

03 Action from feedback

How often employee input leads to a decision, experiment or change

04 Trust in listening

Whether employees believe it is safe to speak up and that their feedback is taken seriously.

Best Practices

Generali Central Insurance

Financial Services & Insurance

ExpressZing & Wellness Corner

Objective: Listen to wellbeing signals continuously

About the Practice: A digital wellbeing platform uses a DASS-based diagnostic to turn everyday habits and responses into clear stress, anxiety and wellbeing scores, with personalised improvement actions. Access was extended to employees' families through anonymous reports. Aggregated, anonymised insights are reviewed periodically by P&O and leadership teams to spot stress trends, participation gaps and focus areas, so wellbeing interventions stay data-informed rather than assumed.

Hitachi Systems India

Information Technology

Hobby Clubs

Objective: Surface voice through interest communities

About the Practice: Employee-led Hobby Clubs were launched across North, West and South locations, covering cricket, cooking, book reading, travel and chess. Open to everyone, they create informal, cross-functional and cross-location communities where people connect around shared interests rather than job titles. The clubs give the organisation an additional, relaxed channel to hear what matters to employees at different life stages, and have strengthened morale, belonging and interpersonal trust across teams.

Equip managers to lead the difference

Addressing the gap in manager preparedness

Expected Employee Outcome

- Employees experience consistency in standards and relevance in support.
- Employees are open to sharing their ideas and suggestions as they find managers sensitive to their realities and situations.

What to do

01 Build awareness of generational and age-related bias

Help managers recognise assumptions about ambition, adaptability, technology, commitment, experience or career expectations that can influence everyday decisions.

02 Protect equal opportunity

Review how opportunities for hiring, development, high-visibility assignments, internal mobility and progression are distributed across career stages and age groups.

03 Set clear guardrails for fair decisions

Define what should remain consistent for everyone, including performance expectations, accountability and access to opportunity, while clarifying where managers can respond to individual needs.

04 Build capability through real workplace situations

Use scenarios involving flexibility, career conversations, feedback, learning, leave, technology adoption and performance to help managers practise making inclusive and fair decisions.

What to track

01 Manager experience across groups

Compare manager effectiveness and trust scores across age groups, career stages and tenure.

02 Access to opportunity

Compare participation in learning, stretch assignments, internal mobility and promotions across groups.

03 Fairness gaps

Track differences in perceptions of fairness, recognition, development and career opportunity across groups.

04 Bias signals

Review whether performance ratings, promotion decisions or access to opportunities show persistent differences by age or career stage.

Best Practices

Nivea India

Manufacturing & Production

Careers Month

Objective: Equip managers for growth conversations

About the Practice: An organisation-wide month is dedicated to career growth, championed by the MD and leadership team. It includes a company-wide launch with an AMA, Leadership Roulette offering over 60 personalised 1:1 sessions with leaders, Hot Seat panels are conducted with local and international leaders sharing career journeys, and an external speaker on career planning. Critically for managers, a Feedback Effectiveness Refresher precedes structured development conversations across all teams, so every employee has planned time with their manager.

S&P Global

Information Technology

Reverse Mentoring

Objective: Give leaders a modern-work lens

About the Practice: Junior colleagues mentor senior leaders, flipping the traditional model to create two-way learning. Conversations go beyond mentorship, sparking strategic insight and leadership development while giving senior leaders a deeper understanding of emerging technology and modern work trends. Junior colleagues build confidence and leadership skills in return. For the business, the exchange improves decision-making, strengthens agility and equips people leaders to respond to expectations that differ sharply across career stages.

Represent every workforce stage

Address the gap of voice of decisions

Expected Employee Outcome

- People decisions combine fresh perspectives with enterprise context.
- Employees across generations have a voice in decisions that impact them

What to do

01 Build a multi-level leadership council

Create a multi-level council across leadership layers, business units, functions, and workforce stages, with transparent and rotating membership.

02 Nominate members transparently

Use clear criteria and rotating membership so representation spans generations, tenure, business units, and smaller functions.

03 Give members a defined mandate

Position members as culture ambassadors, priority champions, and two-way feedback conduits with access to leadership forums.

04 Review and refresh the structure

Revisit composition, mandate, and impact every six months, and publish what the council influenced.

What to track

01 Council mix and workforce mix alignment

Compare council composition with workforce composition across generations, tenure, business units and functions.

02 Voice-to-action conversion

Track how many issues raised by members lead to a decision, change or published response.

03 Involvement in decisions

Measure whether employees across career stages feel consulted on decisions that affect them.

Best Practices

Novartis Healthcare

Health Care

Team Ascent

Objective: Represent every career stage in decisions

About the Practice: Representation is engineered rather than assumed: roughly one representative per 100 FTEs in larger units, at least one seat for smaller and global functions, and a deliberate balance of senior leaders, mid-level managers and emerging talent. Members are chosen through a transparent nomination process with Senior Leadership Team consultation, reinforcing fairness and credibility. The result is a leadership forum that carries experience, fresh thinking and future readiness into the same strategic conversation.

Broadridge

Financial Services & Insurance

Shadow Cabinet

Objective: Put emerging leaders at the decision table

About the Practice: High-potential leaders from across functions sit alongside the India Leadership Team in business decision-making, not as observers but as champions of transformation pillars. The model lets people who are early in their leadership journey co-create initiatives that shape learning, client trust and associate pride, and practise value-based decision-making with senior leaders. It gives the organisation a structured way to bring under-represented career stages into choices that affect everyone.

Make mentoring multi-dimensional

Addressing the skill and speed gap

Expected Employee Outcome

Upskilling happens in-house, creating more collaborative opportunities.

What to do

01 Institutionalize multi-dimensional mentoring

Create mentoring platforms based on skills, expertise, and business challenges. Any employee can teach or learn, whether the value is digital fluency, institutional knowledge, customer context, or leadership judgement.

02 Establish mentoring guidelines

Train mentors to curate insight and challenge constructively. Schedule conversations and check-in calls at pre-defined frequencies.

03 Match on capability, not seniority

Pair people by the skill to be built and the business problem to be solved, so reverse, peer, and traditional mentoring all run within one framework.

04 Share the learnings with all

Ask every pair to publish one applied outcome each quarter, and recognise mentors in performance and career conversations.

What to track

01 Learning transfer

Whether skills shared in mentoring pairs show up in day-to-day work and capability assessments.

02 Openness in sharing

Pairs practice mentoring fairly with no biases or stereotypes.

03 Cross-level networks

Growth in collaboration and connections across levels, functions and career stages.

04 Participation and continuity

Spread of participation across generations and how many pairs sustain beyond the first cycle.

Best Practices

ELCA Cosmetics

Retail

CEO Reverse Mentor Program

Objective: Pair across function and age group

About the Practice: A cohort of ten reverse mentors pairs executives with leadership team members to share trends and perspectives through a Millennial and Gen Z lens. Mentors are selected on interests, expertise and area of work, and deliberately paired cross-functionally and across age groups. Pairs meet every four to six weeks, supported by monthly mentor meet-ups and a formal mentor training session on sourcing trends and presenting insight, so mentoring quality is built rather than assumed.

Tiger Analytics

Information Technology

Springboards

Objective: Accelerate learning for early careers

About the Practice: Structured Springboard programmes give early-career joiners an accelerated learning journey: an overview of the analytics domain, the tools and technologies in use, direct interaction with subject matter experts, and guidance on the firm's problem-solving approach. Simulations of real-life projects let new employees learn through practice before their first live project. Recognised with a Brandon Hall Award, the programme creates a seamless campus-to-corporate transition and a common capability baseline.

Build a portfolio of flexibility

Addressing the gap in providing meaningful choices

Expected Employee Outcome

- Employees can adapt support as their lives and careers change.
- Employees feel trusted and valued.

What to do

01 Availability of customizable benefits

Offer structured choices across how work happens. Create a basket of benefits, compensation mix, insurance, leave, wellbeing facilities, and family or caregiver support for employees to choose from.

02 Conduct Know Your Policy sessions

Build awareness of the options available and encourage employees to use the benefits most effective for them.

03 Set clear guardrails for choice

Define what stays common for everyone, such as performance standards and fairness, and where employees can personalise, so flexibility never becomes inconsistency.

04 Review the portfolio on adoption data

Refresh options each year based on take-up across life stages and needs, retiring what is unused and scaling what works.

What to track

01 Awareness and access

Whether employees know what is available to them and can access it without manager-level barriers.

03 Retention outcomes

Attrition and intent-to-stay among employees who use flexibility options versus those who do not.

02 Choice utilisation

Track each option's utilization across life stages, roles and work models, not just overall usage.

Best Practices

Atlassian India

Information Technology

Flex Wallet

Objective: Let people choose their own benefits

About the Practice: Every regular, definite and fixed-term employee receives the equivalent of US\$1,000 annually to spend on lifestyle and wellness needs in the way that suits them. The wallet spans five pillars: physical and emotional wellbeing, financial wellbeing, community, sustainability, and productivity and learning. Eligible spend ranges from home offices and co-working spaces to pet care, language courses and gym memberships, so the same budget serves very different life stages and priorities.

Sandoz

Biotechnology & Pharmaceuticals

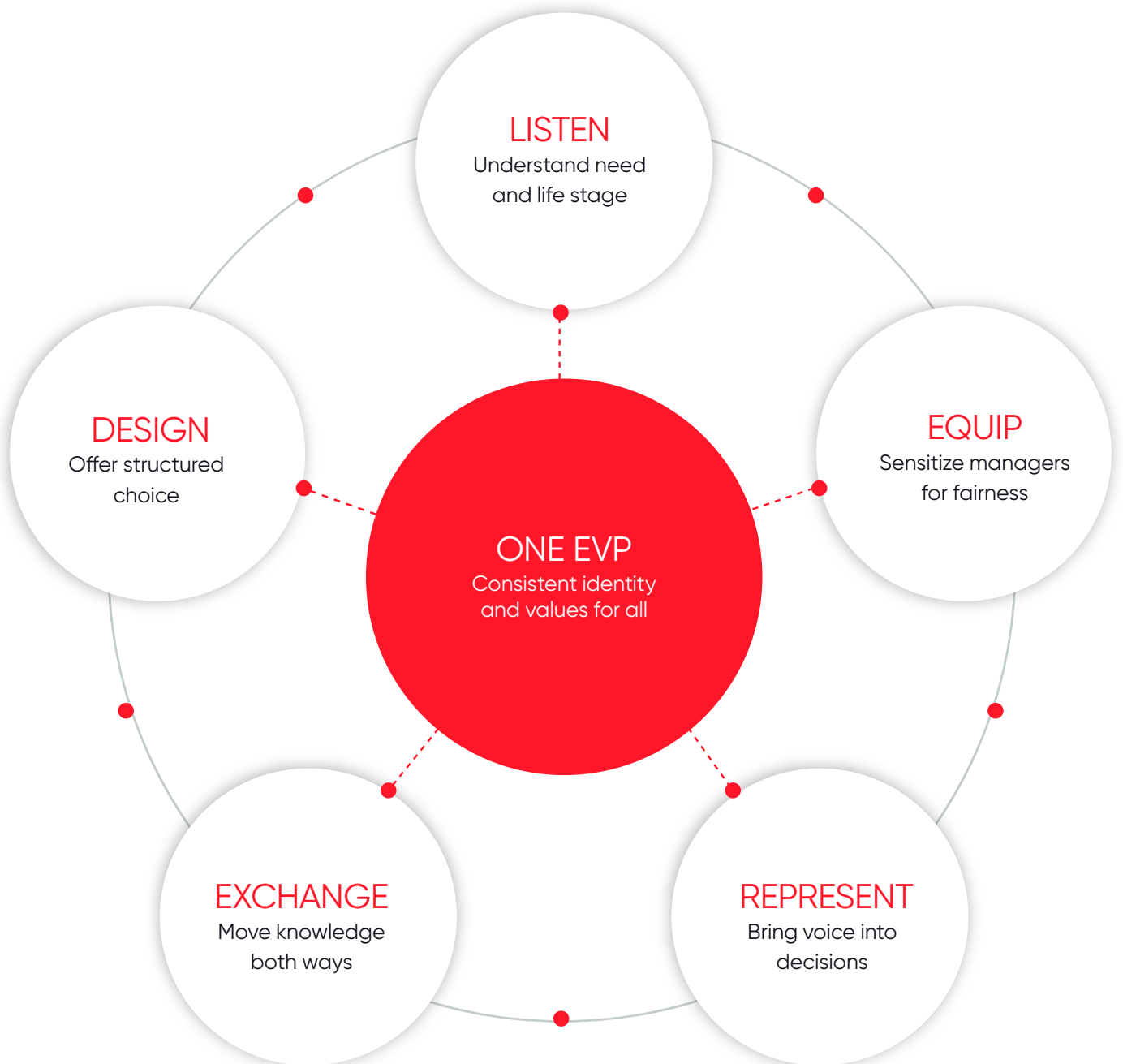
Six-month paternity leave

Objective: Manage generational expectations

About the Practice: Against a norm of a few days or weeks, six months of fully paid paternity leave lets new fathers participate actively in early childcare and share responsibilities at home. The policy challenges the assumption that caregiving is primarily a mother's responsibility and supports a family-first culture in which both parents are equally valued. This practice has lifted engagement, improved mental health outcomes for new parents and increased loyalty.

Differing employee needs. Five connected practices. One workplace.

COMMON NORMS • HIGH PERFORMANCE • FAIRNESS • ACCOUNTABILITY





Making choice a default

The future of work is managing four generations **expectations** from a great workplace.

Offer a limited portfolio of credible workplace choices:

- how work happens: structured, flexible or hybrid
- how careers grow: specialist, leadership or project pathways
- how rewards work: money, time, learning or security
- how people contribute: individual depth, team leadership or mentoring

Employees choose what fits their needs. Their choices can change as their lives and careers change.

About the research

The current edition explores four interconnected themes:

- 01 | Strategic Priorities for FY26–27
- 02 | 5 Culture Conditions that Turn AI Adoption into Value
- 03 | India's CHROs face the reality of a four-generation workforce
- 04 | The New Retention Frontier | What It Takes To Become A Talent Leader

About this report

This report focuses on managing the expectations of a multi-generational workforce. It examines the need for leaders to create intentional ways of working for all generations based on their life stages and expectations, the frictions that come in the way, and shares a thorough action guide to solve for this challenge.

The report also explores what these findings mean for organisations seeking to create a high-trust high performance culture with the diversity in the workforce.

Research methodology

The questionnaire consisted of multiple-choice, ranking, multiple-response and open-ended questions across four workforce themes.

This report draws primarily on questions relating to Culture Conditions that Turn Adoption into Value. Where relevant, findings from other sections of the Voice of CHRO study have been included to provide additional context.

How to read this report

Percentages represent the share of respondents selecting each response unless otherwise stated.

Multiple-response questions allow respondents to select more than one option. As a result, totals may exceed 100%.

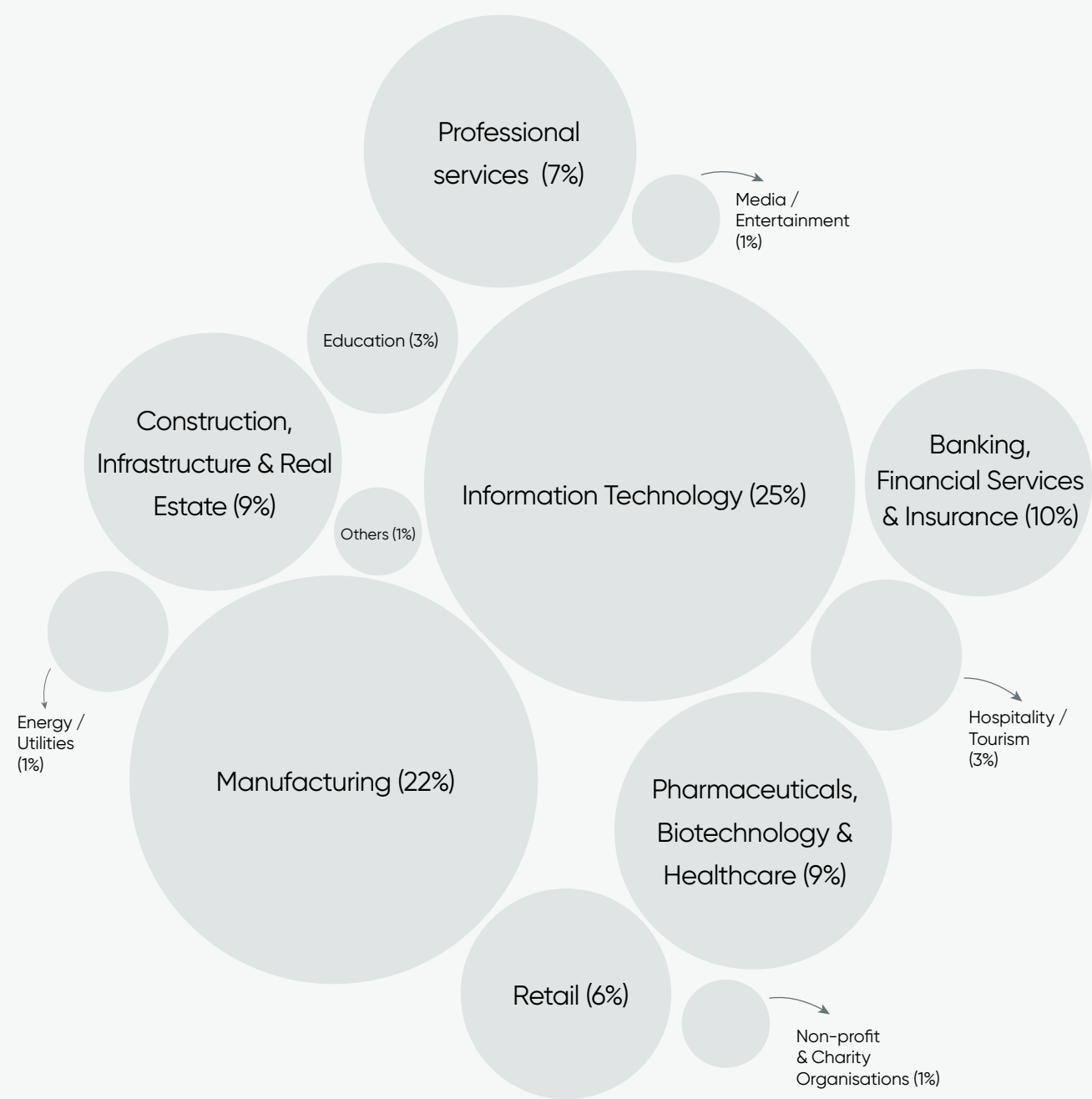
Percentages have been rounded and may not total exactly 100%.

Open-ended questions are included for qualitative context.

Findings reflect the perspectives of participating respondents and should be interpreted as directional rather than representative of all organisations in India.

Respondent snapshot

135+	10+	CHROs, HR Leaders, HR Managers and Business Leaders
Participants	Industries	Audience



Great Place To Work®

About us

Great Place To Work is the global authority on workplace culture. Our mission is to help every place become a great place to work for all. We give leaders and organizations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society.

Turn Insights Into Action

Understanding your employees is the first step. Creating meaningful change is what drives results.

Great Place To Work helps leaders translate employee insights into measurable business outcomes. By combining the experiences of millions of employees with proven benchmarks and workplace culture expertise, we help organizations identify the factors that strengthen performance, accelerate innovation, improve retention and build resilience in a changing world.

From understanding the leadership behaviours that drive trust to identifying the workplace experiences that influence productivity, agility and discretionary effort, we help leaders focus on the actions that matter most.

Whether your goal is to strengthen organizational performance, build leadership capability, improve workforce effectiveness or create a culture ready for the future, Great Place To Work provides the insights, benchmarks and guidance to help you get there.

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