

Great Place to Work® Assessment & Recognition Program

Information Brochure
2021



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Introduction

Great Place to Work® Institute

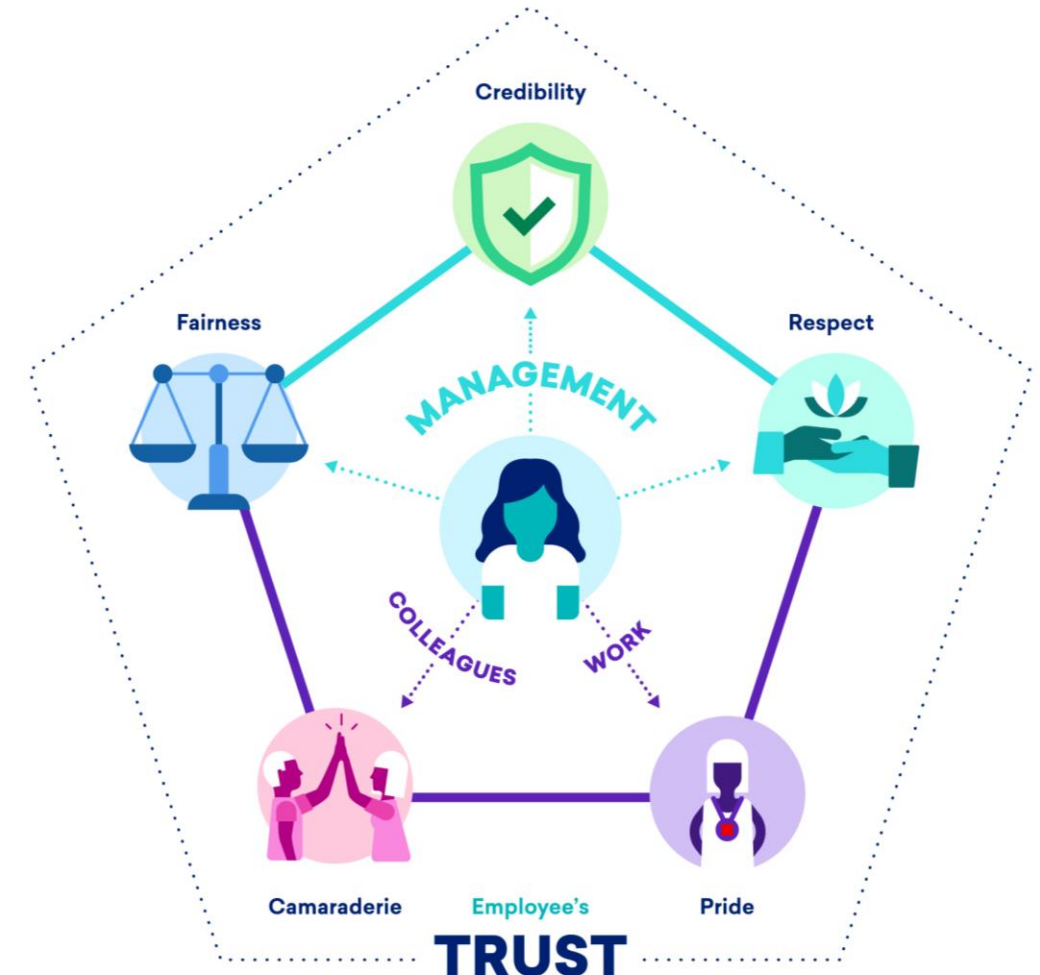
Great Place to Work® is the **Global Authority** on creating, sustaining and recognizing Great Workplaces characterized by a **High-Trust, High-Performance Culture™**.

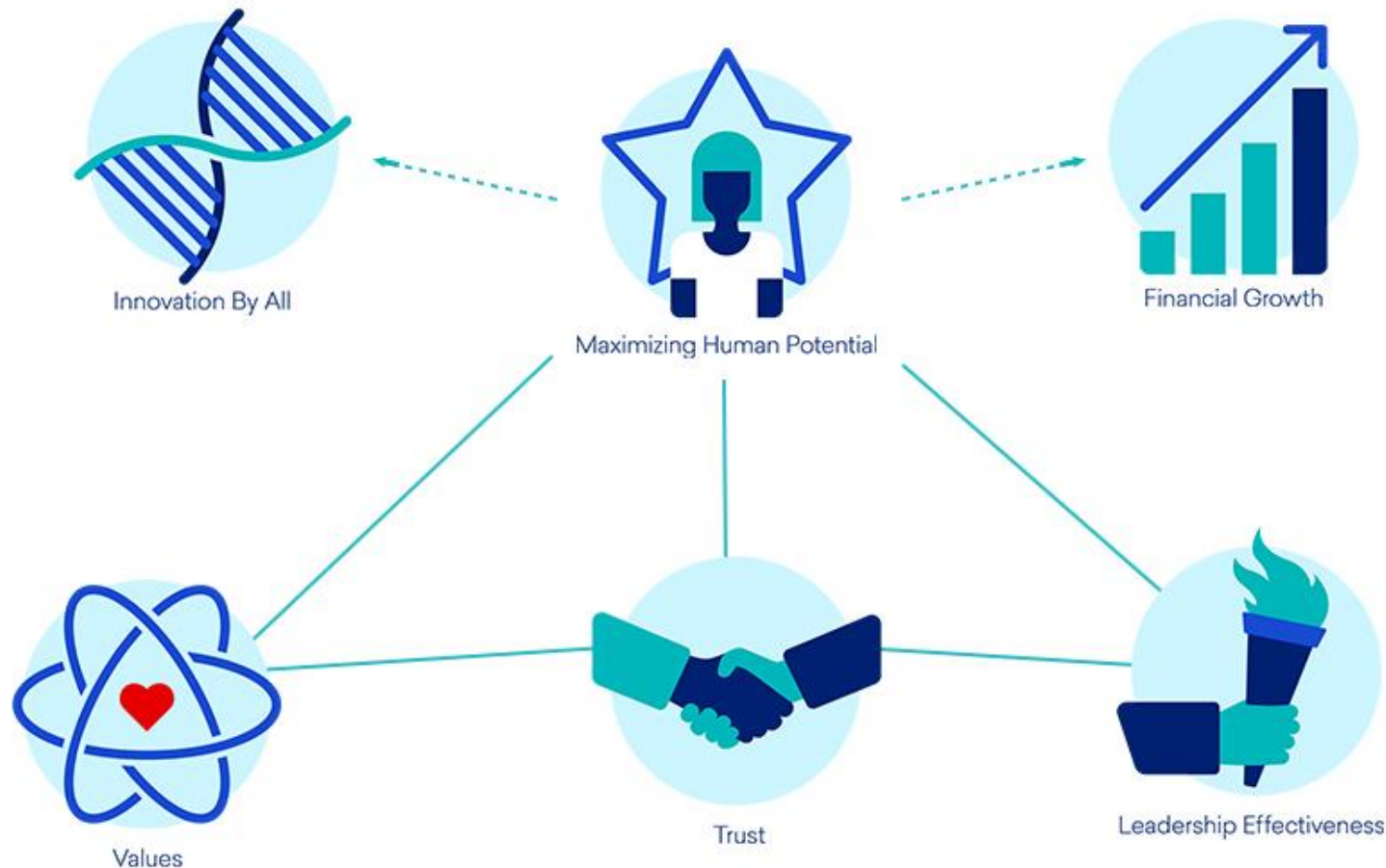
Great Place to Work® has crafted their perspective by learning from great leaders, surveying millions of employees, and examining thousands of the best workplaces around the globe.

We serve businesses, non-profits, and government agencies in more than 60 countries, across all six continents. We thrive on sharing the insights we've gleaned from our work with companies of all sizes and all industries and for nearly three decades.

A great workplace is one where **employees trust the people they work for, take pride in what they do, and enjoy the company of the people they work with.** Such organizations are characterised by great leadership, consistent employee experience, and sustainable financial performance.

Business leaders, top research institutions, and the public all rely on the Great Place to Work® Trust Model as the definitive standard of what it means to be a great workplace.



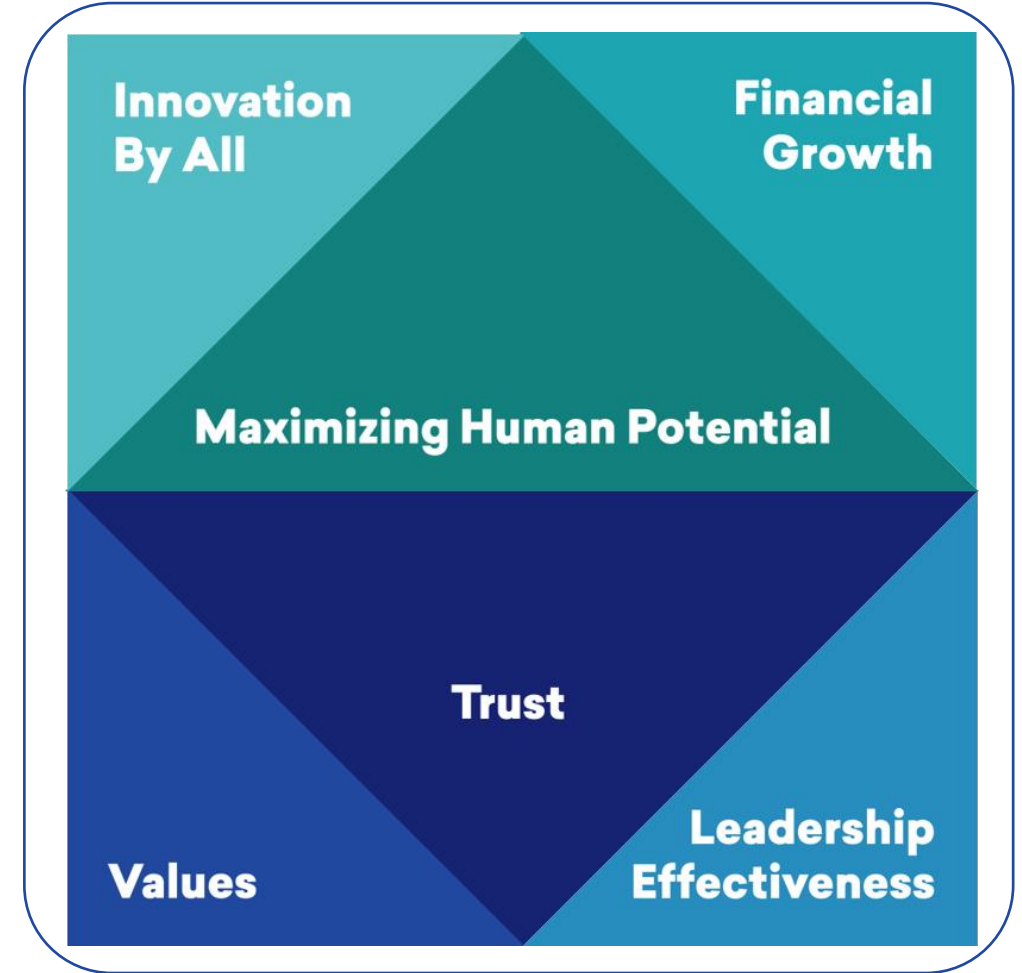


Our For All Methodology builds on the Trust Model by ensuring that every single employee, no matter who they are or what they do for their company, is having a consistently positive experience at work. **We use the For All Methodology to evaluate all of our Best Workplace lists™.**

Great workplaces For All are able to **maximize their human potential through effective leaders, meaningful values, and a deep foundation of trust with all employees.** When those are in place, these workplaces benefit from **improved innovation and financial growth.**

For All means everybody can create, everybody is connected and everybody can contribute their best.

The Great Place to Work® Certification & Recognition Program



Step 1: Get Certified

Launch the Trust Index© Survey & complete the Culture Brief©

Assessed through an Employee Survey

Step 2: Get Recognized

Submit your Culture Audit© & leverage the opportunity to feature among the Country's Best Workplaces

Assessed through our For All™ Model



Great Place to Work[®] Certification

What is Great Place to Work® Certification?

The Gold Standard in Employer Brand Recognition, globally.

Great Place to Work® Certification is the most definitive 'Employer-of-Choice' recognition that organizations aspire to achieve. The Certification is recognized world over by employees and employers alike and is considered the 'Gold Standard' in identifying and recognizing Great Workplace Cultures.

Every year, more than 10,000 organizations across 60 countries apply to the get Great Place to Work – Certified™. Participating organizations meeting the qualifying criteria are Certified as a Great Place to Work for a period of 1 year.



[Click here](#) to see list of all Great Place to Work - Certified™ Organizations

Why Participate in the Great Place to Work® Certification Program?



Get a Snapshot of **Trust Levels** between Employees and the Organization



Compare Your Workplace Culture with that of Competitors and the Best Companies



Get Insights on how **HR Programs** are perceived by Employees



Earn **National & Global Recognition**

The assessment has helped us re-look at our processes, employee engagement initiatives; and how we can better them every year."

- Rajeev Jain, Managing Director, Bajaj Finance Ltd.

"Great Place to Work® Certification has helped us in Employer Branding & driving continuous improvement by way of external benchmarking..."

- Dr. Pawan Goenka, Mahindra & Mahindra



Show Commitment to Employees about improving Workplace Culture



Attract & Retain Talent



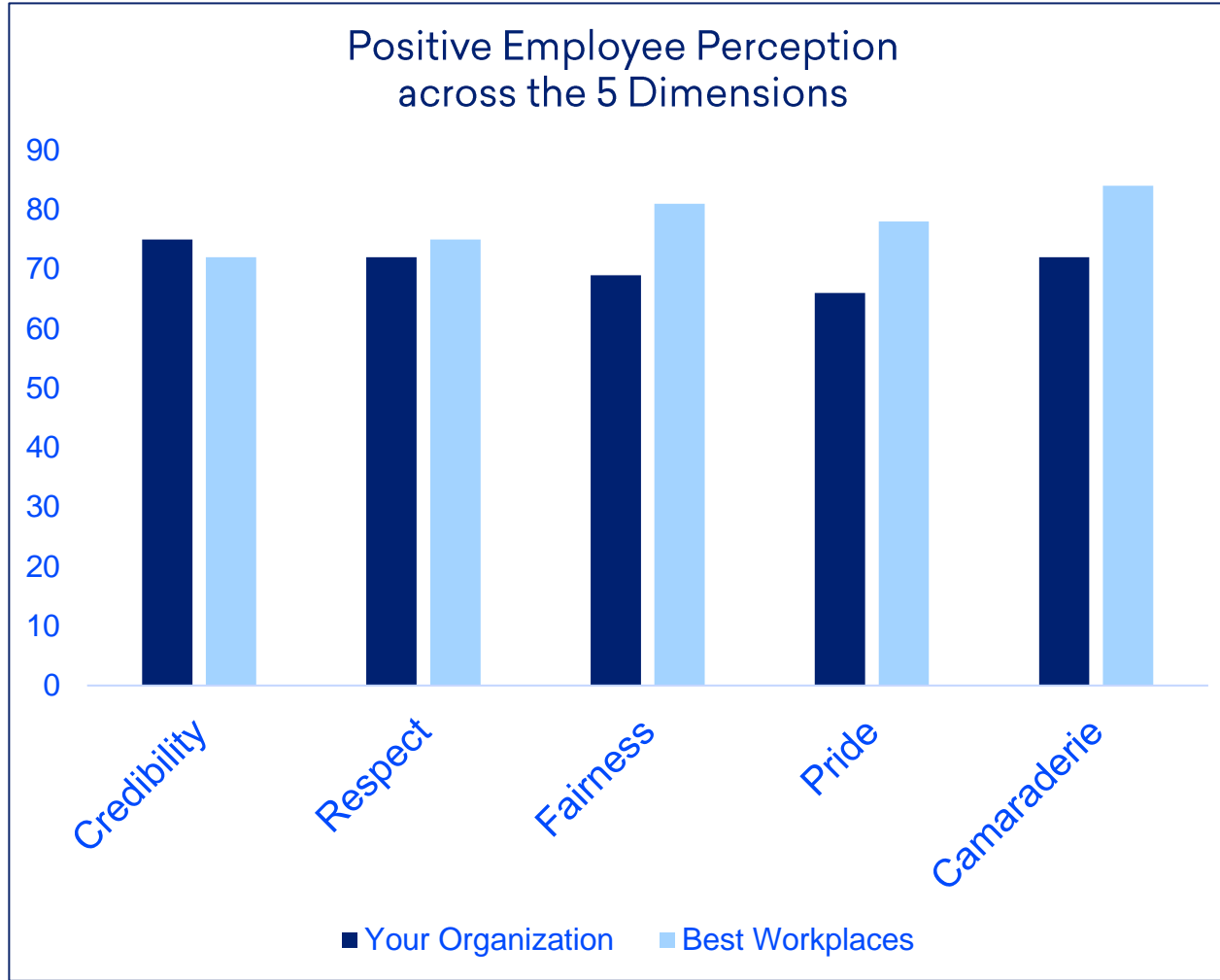
Project Your **Employer Brand** Externally



Build a Culture of **Professional Excellence** and **Customer-centricity**



Get snapshot of the Trust Levels between Employees & the Organization



Trust Index© Employee Feedback reports on the **underlying level of trust** within an organization.

- Itemized reporting 60+ work culture parameters
- Drill-down across demographics
- Verbatim employee comments, broken down across large demographic groups
- Distribution of survey scores into Positive, Neutral & Negative responses
- Default benchmarking with India's Best Workplaces

Compare Your Workplace Culture with that of Competitors and the Best Workplaces

100 Best Companies to Work For	Best Workplaces in Your Industry	Custom Benchmarks e.g. select organizations
Differentiators		
Emp Benefits	Emp Benefits	Emp Benefits
Family Feeling	Special Recognition	Role Clarity
Potential Differentiators		
Bottom-up Comm	Fun Workplace	Involved in Decisions
None	Internal Transfers	Favoritism
Potential Risk		
Ethics	Vision Clarity	Friendly Workplace
Business Acumen	Resources	Resources
Potential Concerns		
Fair Appeal	L&D	Fair Appeal
Welcoming	None	L&D

Trust Index© Benchmark reports **areas of Strength and Improvement** with respect to chosen benchmarks.

- Benchmark against the Best Workplaces and Competitors
- Largest study, most reliable benchmarks
- Benchmark across demographics on more than 60 work culture parameters
- Select from more than 40 available parameters
- Custom benchmarks with respect to your direct competitors

What is Trust Impact™?

An integrated platform that enables leaders and people managers **leverage actionable insights to craft impactful actions plans and measure employee pulse on the go.**



**Reporting
Platform**



**Action Planning
Tracker***



**Platform to Launch
Micro Surveys****

With a focus on Empowering People Managers!

*Available at INR 50,000/- + taxes additional

**Depends on the engagement scope

BUILD & ENHANCE YOUR EMPLOYER BRAND: Earn National & Global Recognition

As a Great Place to Work-Certified™ Organization, you can feature among various recognitions on meeting respective criteria.



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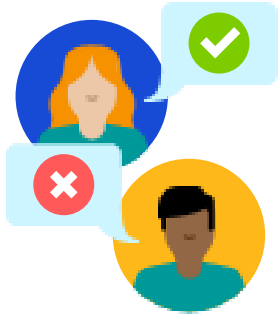
Certification not required for

- Health & Wellness
- Best Leaders in Times of Crisis

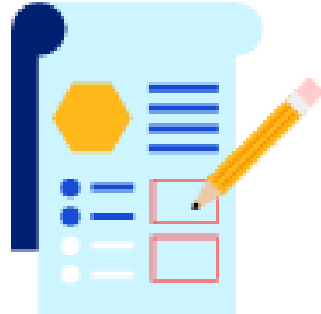
Feb 2021	India's Best Workplaces in Health & Wellness	
Mar 2021	India's Best Workplaces in Retail	▶
Apr 2021	India's Best Workplaces in BFSI	Asia's Best Workplaces
Jun/Jul 2021	India's Best Companies to Work For	India's Best Employers among Nation Builders ▶
	India's Best Mega Employers	India's Best Large Workplaces
	India's Great Mid-size Workplaces	India's Best Leaders in Times of Crisis ▶
	India's Best Workplaces among 25+ Industries or Categories	
Sep 2021	India's Best Workplaces for Women	
Oct 2021	World's Best Workplaces	India's Best NGOs to Work For
Nov 2021	India's Best Workplaces in IT & IT-BPM	
Jan 2022	India's Best Workplaces in Manufacturing	

Every quarter, we also recognize Organizations & Leaders who have consistently showed **Commitment to Being & to Creating a Great Place to Work.**

How the Certification & Recognition Process Works?



Step 1:
Launch the
Trust Index®
Employee Survey
and submit the
Culture Brief®



Step 2:
Submit the
Culture Audit® to
showcase your
People Practices



Step 3:
Get Certified
on meeting the
predefined criteria &
become eligible to
feature in more
recognitions



Step 4:
Obtain **Actionable**
Research Insights
to devise a
successful people
strategy

14 days window to be selected
by you, Culture Brief® to be
submitted before survey launch

Complete the Culture Audit®
within 30 days of survey
launch.

Announced within 3 weeks
of survey completion &
submission of Culture Brief®

Receive your subscribed
insights within 4-5 weeks
of survey completion

What are the Criteria for Certification & Recognition?

Any organization with minimum 10 employees on the rolls of the company can participate and leverage the program to build and sustain a High-Trust, High-Performance Culture™. All Great Place to Work-Certified™ companies with a minimum employee strength of 100 people are also eligible for a variety of recognitions in our Best Workplace Lists based on our For All™ Methodology.

Size of the Organization (No. of Employees)	Criteria for Certification	Recognitions Eligible For
	Score on Trust Index© -Emp Survey	
50,000 or more MEGA EMPLOYERS	70% or higher positive response	All except Large & Mid-size
5,000 – 49,999 LARGE EMPLOYERS		All except Mega & Mid-size
501 – 4,999		All except Mega, Large & Mid-size
100 – 500 MID-SIZE EMPLOYERS		All except Mega & Large
10 – 99 UNDER 100 EMPLOYERS		Great Place to Work-Certified™

Validation of Assessment Findings

Great Place to work® Institute carries out an audit of the process and results of the assessment that may involve meeting or speaking to employees, conducting a control group survey etc. The certification is confirmed only after successful validation of assessment findings.

Additional Criteria to Get Recognized

Reputation

The institute also considers reputation of the organization, leadership team and founders while certifying an organization. In the instance of any serious legal proceeding or allegation against the organization or individuals, agitation by employees or citizens, unethical business practices, or any other concern area that has unfolded in the public domain, the Institute reserves the right to not certify the company as a great workplace. The Institute reserves the right to revoke the certification if any concern areas surface even after the organization has been certified.

Important Notes:

- 1. An organization is permitted to consider itself Certified only after receipt of the official communication (in writing) from Great Place to Work® Institute.*
- 2. The Branding guidelines shared along-with the communication of Certification should be strictly followed by the Certified Organization. Any violation of the same, like displaying the Certified logo without the period of Certification may lead to withdrawal of Certification by the Institute.*

Invest to build a Winning People Strategy (for organizations with 100 or more employees)

#	Survey Options, Reporting Insights & Professional Fee	Trust Index© Action Planning INR 7,10,000/-	Recommendations & Insights INR 4,60,000/-	Comprehensive Reporting INR 3,50,000/-	Basic Reporting with chosen Benchmarks INR 2,20,000/-	Basic Reporting (**Minimum Investment for Participation) INR 1,20,000/-
1	Trust Index© Feedback Report* with Customized Demographics	✓	✓	✓	✓	✓
1a	Trust Impact™+ Online Reporting Tool	✓	✓	✓	✓	✓
2	Trust Index© Benchmarking Report	✓	✓	✓	✓	
3	Culture Audit© Report Insights into People Practices	✓	✓	✓		
4	Leadership Presentation with Recommendations	✓	✓			
5	Action Planning Workshop	✓				
	Increasing employee survey sample	INR 50,000/- per additional unit of 100 employees				

1. **+Introductory pricing for Trust Impact™** - comes with up to 5 HR user login IDs with access valid for one year, and organization's current year data and subscribed benchmark data preloaded. Additional login IDs, and features like Action planning are charged separately.
2. ***This report is complimentary for Social Services organizations.** Organizations that require paper based surveys will incur additional survey administration fee of INR 25,000/- + taxes. **Social Services organizations** that require paper based questionnaires would **not** be required to pay this survey administration fee. The fee mentioned herein & above doesn't include any travel and/or accommodation expenses related to any in-person presentation or workshop. The fee mentioned above is excl. any standard applicable taxes.

Invest to build a Winning People Strategy (for organizations with 10-99 employees)

Insights	Assess* (INR 70,000/-)	Plan+ (INR 1,20,000/-)	Grow (INR 1,70,000/-)	Accelerate (INR 2,40,000/-)
Participation in Certification Program	✓	✓	✓	✓
Survey Feedback Report	✓	✓	✓	✓
Customized Demographics	✓	✓	✓	✓
Employee Comments	✓	✓	✓	✓
TrustImpact™ Online Tool** with Library of Best Practices		✓	✓	✓
Choice of 3 Benchmarks			✓	✓
Leadership Presentation Delivered Online				✓
Add-On Services				
Customized Statements			INR 20,000/-	
Culture Audit© Analysis			INR 90,000/-	

Note:

*Assess Reporting Module is the minimum investment to participate in the India's Best Companies(Under 100 Employees) Certification Program for organizations with up to 50 employees
 +Plan Reporting Module is the minimum investment to participate in the India's Best Companies(Under 100 Employees) Certification Program for organizations with employee strength between 51 and 99 employees

**Trust Impact™ - comes with up to 2 HR user login IDs with access valid for one year, and organization's current year data and subscribed benchmark data preloaded. Additional login IDs, and features like Action planning are charged separately.



Appendix

- More Research Studies & Recognitions
- More Workplace Solutions

More Research Studies & Recognitions

- India's Best Leaders in Times of Crisis
- India's Best Employers Among Nation Builders
- India's Best Workplaces in Health & Wellness

India's Best Leaders in Times of Crisis



What is this Opportunity?

The current times have seen exemplary behaviour on the part of senior leadership - be it redefining business models, redesigning workplaces to suit the current needs or ensuring the well-being of the workforce.

Great Place to Work® endeavours to recognize and honour such leaders and identify a model that defines **Leadership in Times of Crisis**. The award is conferred to the Leadership of the organizations who have managed to navigate the crisis in the best way possible.

For details, contact:
Ms Dalreen Patrao

9821048081
Dalreen.Patrao@greatplacetowork.com

Why Participate?

- Stand a chance to be recognized among India's Best Leaders in Times of Crisis.
- Inspire the world by sharing your story through a credible platform.
- Leaders, participating in the study can also nominate their organization to the Great Place to Work® Assessment, complimentary.

How to Participate?

Eligibility: Min. 100 employees on the rolls of the company.
You should be the CEO or at the Highest Position of the organization as from or before April 2020 and be so till April 2021.

Step 1: Enrol to get recognized, [click here](#)

Step 2: **Capture History as it Happens** - Your team will update the organizational actions and initiatives regularly in a standard format on a secure portal.

Step 3: **Survive to Thrive Strategy** - In April 2021, we will administer a short impact survey on a cross-section of your employees to understand their perception of the success of the business transformation.

There is a one-time enrolment fee of INR 1,20,000/- + taxes.

India's Best Employers among Nation Builders



How to Participate?

Eligibility: Please refer next 2 slides to check eligibility criteria.

Steps: Refer the process on slide 15

There is a one-time enrolment fee of INR 2,50,000/- + taxes.

What is this Opportunity?

With the Covid-19 Pandemic taking a toll on the Indian economy, the responsibility of kick-starting and re-building the economy will largely rest with the organized industry.

The lion's share of that responsibility, once again, will have to be borne by those Companies that fall in the category of 'Nation Builders'. Great Place to Work® has endeavored to honour these organizations as **India's Best Employers Among Nation-Builders**.

Why Participate?

- To be recognized among the elite companies to be known as "India's Best Employers among Nation Builders"
- Organizations that take part in this study will be eligible to be recognized in industry specific lists as well as among India's Best workplaces.

For details, contact:

Ms Basuri Dutta

9819946992

Basuri.Dutta@greatplacetowork.com

India's Best Employers among Nation Builders

Eligibility Criteria

To qualify for recognition in this category, besides having been in existence for at least 10 years, an organization will have to **satisfy at least four of the characteristics** enumerated below:

1. Should have national brand presence or impact.
2. Should be large scale direct and indirect employment generators,
3. Should have a significant social impact, either through the work they do or by virtue of their corporate social responsibility initiatives.
4. Should be delivering an essential service
5. Should be creators of infrastructure, not just be riding on the pre-existing infrastructure
6. Should have a significantly large scale of customer or consumer base,
7. Amongst the highest tax contributors to the government
8. Should be promoting and positively impacting at least 3 of the 17 UN Global Goals (refer next slide).

India's Best Employers among Nation Builders



Courtesy: <https://www.globalgoals.org/>

India's Best Workplaces in Health & Wellness



India's Best Workplaces
in Health & Wellness
Enabling High Performance!

For details, contact:

Mr Rijal Kadakia

98194 13803

Rijal.Kadakia@greatplacetowork.com

What is this Opportunity?

The current pandemic situation has brought health and wellness more centre stage and it has become an absolute 'Must Do,' and not just 'Good to Do' for every individual and Corporate.

Great Place to Work® invites you to be a part of the ONLY public study in the country to identify 'India's Best workplaces in Health and Wellness,' in partnership with MediBuddy.

Why Participate?

- Know the Workplace Wellness Index™ of your organisation.
- Nudge employees to take ownership of their own wellbeing.
- Design effective wellness programs based on data.
- Get considered to be honoured among 'India's Best Workplaces in Health and Wellness'.

How to Participate?

Eligibility: Minimum 100 employees on company payroll. | Minimum 2 years of operations in India.

Step 1: Register and plan the scope of assessment.

Step 2: Conduct employee survey to understand the experience.

Step 3: Share information on practices and benefits.

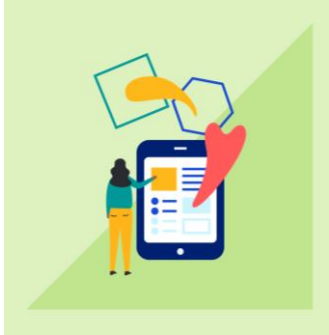
Professional Fee: Min. INR 1 Lac + taxes for coverage of a statistically valid sample & employee survey report.



More Workplace Solutions

- Workplace Consulting
- Workshops

Workplace Consulting



EMPLOYEE ENGAGEMENT SURVEY

Gather in-depth insights on employee experience at both organization and team level, understand critical levers of engagement at your organization to prioritize and take the employee feedback to action.



Customized Employee Experience Survey



Action Planning Workshops



Trust Impact Tool – Action planning & Tracking



HR CAPABILITY BUILDING

Enable your HR team and employee champions to understand the efficacy of your organization's current people practices and design new practices that strengthen the culture foundation, while also getting certified for the practices that meet the Great Place to Work® thresholds.



People Practices Certification



People Practice Consulting - People Practices Workshop



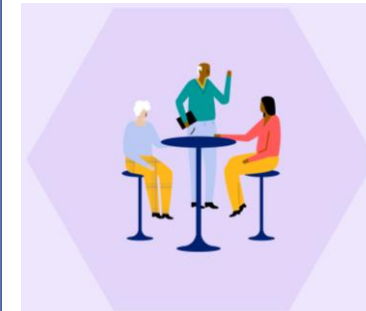
Great Place to Work® Architect Intervention



EMPLOYEE VALUE PROPOSITION INTERVENTION



GIFTWORK® JOURNEY PEOPLE MANAGER CAPABILITY BUILDING INTERVENTION AND CERTIFICATION



GIFTWORK® JOURNEY SENIOR LEADER PROGRAM

Note: Please click on the product names for more details. For queries write to **Delnaz Elavia** at Delnaz.elavia@greatplacetowork.com or **Arfa Shaikh** at arfa.shaikh@greatplacetowork.com

Workshops

#	Workshop	Target Audience	No. of Participants	Professional Fees	Pre-requisite Packages
1	1-Day Foundational Workshop A 1-day workshop to get the leaders aligned to the concept of Great Place To Work, the elements in creating one and the role leaders play in building a great workplace culture.	Business Leaders	30-35	INR 3,00,000/-	None
2	2 Day People Practices Workshop Day 1 of this workshop begins with the participants being able to understand the linkages between the organization's people practices and employee experience along with prioritizing the practice areas important for their organization. In Day 2 of this Workshop, participants work on preparing Action plans to strengthen the prioritized people practice areas so that the impact on employee experience is maximized.	Business Leaders & HR Team	25-30	INR 2,70,000/-	Comprehensive Reporting
3	2 Day Giftwork® - People Manager Workshop Giftwork® Training helps you develop the capabilities of your people managers to transform your organization, one team at a time. Using the tools and techniques provided, managers will develop their skills to build trust-based relationships with their employees and take the necessary steps to generate and sustain a culture where employees cooperate, innovate, and give their personal best.	Line Managers	25	INR 3,00,000/-	None

Important Note: The fees mentioned above includes workshop material for the number of participants mentioned. It does not include any other additional logistics, travel, accommodation, etc. The fee mentioned above is excluding any standard applicable taxes.

Begin Your Journey of Building a
High-Trust, High-Performance Culture™ today!

[Apply Here](#)

Read Best People Practices of recognised great workplaces in **#CultureInShorts**

Subscribe to the Newsletter.

Please write to Tvisha.Tandon@greatplacetowork.com



Better for **People.**
Better for **Business.**
Better for **the World.**

www.GreatPlaceToWork.in

How Certified Organizations proudly leverage the Recognition

