



BEST PLACES TO WORK

WHY PARTICIPATE?

RECRUITMENT

Being recognized as a Best Place to Work brings news coverage and brand awareness. That means that when candidates research your organization they'll see the Best Places to Work badge if you're a finalist.

91% of job candidates evaluate an employer's brand before applying.

FEEDBACK

Best Places to Work allows you to quickly and easily launch a best in class engagement survey! Our survey comes standard with 30 questions that cut across 6 dimensions:

- **Communication & resources**
- **Individual needs**
- **Manager effectiveness**
- **Personal engagement**
- **Team dynamics**
- **Trust in leadership**

BENCHMARKS

Best Places to Work collects engagement surveys from 10,000+ organizations annually and gives you a wealth of benchmarks. Learn how your organization compares to:

- **All companies of a similar size (both nationwide and in your region)**
- **Best Places to Work finalists**
- **Other organizations in your industry**

RETENTION

Replacing employees is expensive, with costs ranging from 16% to 213% of an employee's salary. Research says it takes a new hire one to two years to achieve the productivity levels of an existing employee.

Employees who are highly engaged are 1.8 times more likely to say they will be working at their current organization a year from now.

ROI

We asked leaders what outcomes their organizations have improved as a direct result of investment in employee engagement. Here are their top 3 responses:

- **Employee retention or turnover**
- **Productivity**
- **Customer satisfaction (e.g., NPS)**