



QUANTUM  
WORKPLACE

# THE ULTIMATE GUIDE TO THE **Best Workplaces**

INC. MAGAZINE



loading engagement...



# WELCOME TO INC. MAGAZINE'S BEST WORKPLACES!

**Best Workplaces is the original contest designed to honor companies where talent is valued and engaged.**

Whether you're a first-time applicant or an annual competitor, you'll want to check out this guide! Keep reading for:

- Key benefits of competing in Best Workplaces
- A step-by-step guide to participating
- Information on customizing your survey
- Details on maximizing your results with in-depth reporting
- Helpful answers to frequently asked questions
- And more!

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# WHY PARTICIPATE IN BEST WORKPLACES?

## It can give you:

- Quick, easy assessment of your employees
- High-level overview of engagement within your company
- Insight on your organizational strengths and weaknesses
- Opportunity to customize your survey and receive advanced reporting
- Coverage as a Best Workplaces in Inc. Magazine
- Recognition as a Best Workplace that could lead to improved recruitment

# ABOUT THE SURVEY

Developed in 2004, the Best Workplaces survey contains 30 scored items across six categories. Scored on a six-point Likert-scale from Strongly Agree to Strongly Disagree. The [30 scored items](#) are designed to measure employee engagement and other workplace factors including:

- Communication and Resources
- Individual Needs
- Manager Effectiveness
- Personal Engagement
- Team Dynamics
- Trust in Leadership

Best Workplaces gives organizations the opportunity to compete to be recognized as a place where people love to work. Held annually, Best Workplaces honors superior organizations where voices are heard, cultures are thriving, and employees are engaged. Organizations that want to fully utilize their results can purchase a customized survey, as well as advanced reporting on their employees' feedback.

The Best Workplaces program allows your organization to quickly, easily, and properly assess its employees' perceptions of the workplace. The assessment will give your organization insight on its strengths and weaknesses from your employees' point of view. Not only will you learn invaluable information about your workplace, but you will also give your organization the opportunity to showcase itself as a Best Workplace.

**48** CONTESTS

**8,000+**  
COMPETING COMPANIES

**10** MINUTE  
SURVEY

**30** SURVEY  
QUESTIONS

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# Sample Survey Items

Six of the 30 standard scaled items are shown below, one from each of the six key dimensions of a Best Workplace.

## 1. Communication and Resources

I have the information I need to do my job well.

## 2. Individual Needs

My job gives me flexibility to meet the needs of both my work and personal life.

## 3. Manager Effectiveness

My immediate manager helps me to be successful in my job.

## 4. Personal Engagement

I find my job interesting and challenging.

## 5. Team Dynamics

The people I work with most closely are committed to producing top quality work.

## 6. Trust in Leadership

There is open and honest communication between employees and managers.

# FOUR SIMPLE STEPS TO PARTICIPATING

# 1

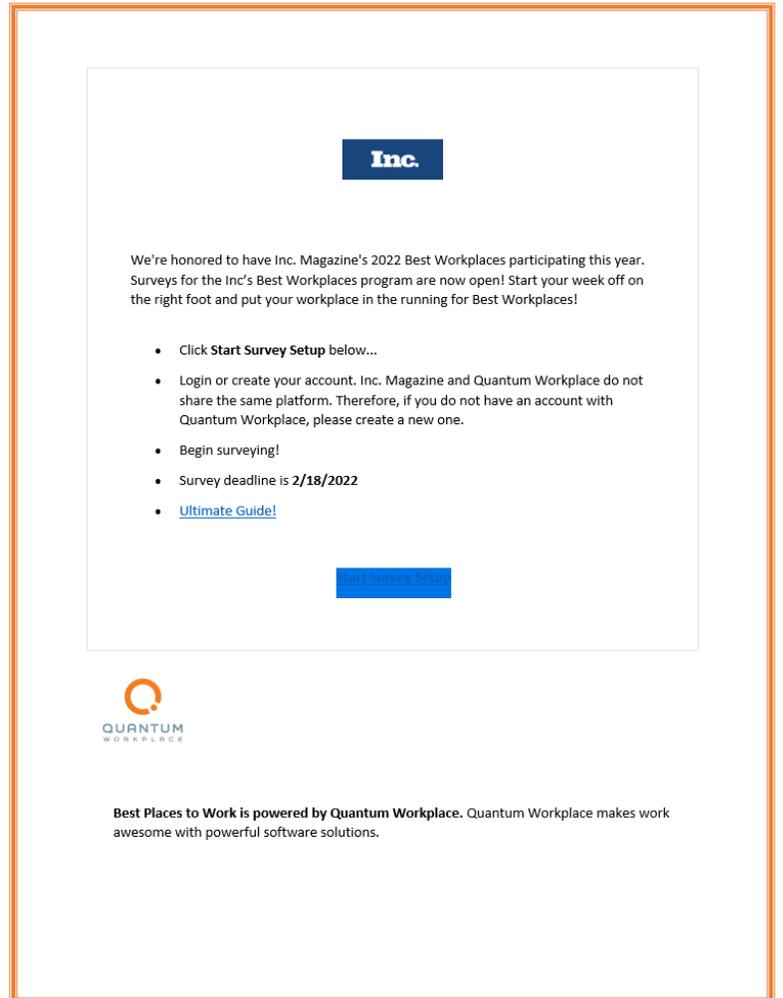
## Application

Enter your information and submit your application [here](#).

# 2

## Set Up Your Survey

Within 7 business days of completing your application, you will receive the survey setup link from Quantum Workplace. You will be guided through the set-up process, which takes about 20-30 minutes to complete online. At this time, you can decide if you would like to customize your survey. You can view a preview of the survey setup [here](#).



## 3

## Decide Whether to Customize

For a small fee, you can tailor the Best Workplaces survey to meet the needs of your organization.

Why customize? Every organization is unique. Your departments, locations, and the managers who lead them—they're all different. For this reason, Quantum Workplace provides a survey customization option.

### Our Survey Customization Option Includes:

#### Up to 10 Custom Survey Items or Demographics:

Add your own survey items to gather feedback unique to your organization. Add open-ended questions to let employees share in their own words. Add your own demographics such as department, division, or location to analyze your results in more detail.

#### Survey Out-of-Area Employees:

To receive full, comprehensive feedback from all your employees, survey up to 250 employees outside of the United States or other employees that may not be eligible to participate in the contest.

#### PowerPoint Summary:

A full PowerPoint deck customized for your organization. This includes overviews and breakdowns of your organization's scores. It's perfect for presenting to your organization's leaders.

#### Insight Reports:

Insight Reports allow you to make the most of your results. You will have access to more than 10 detailed reports (including all employee comments) and can see how you rank among competitors.

**Note:** Custom questions and out-of-contest-area employees do not affect your contest score.

## SAMPLES

### Custom Scaled Items:

1. The mission and purpose of the company makes me feel that my job is important.
2. I believe that customer satisfaction is a top priority in this organization.
3. I feel that my race, gender, age, or sexual orientation have nothing to do with how I am treated at this company.

### Custom Open-Ended:

1. What two or three things about the company's strategy do you agree with?
2. If you could describe your culture in one word, what would it be?
3. In your opinion what are your direct leader's biggest strengths and weaknesses?



# 4

## Upload Your Employees' Email Addresses

Our program requires companies to upload an email address for all employees who have one. This allows Quantum Workplace to email the survey invitation directly to each employee. This method of survey distribution ensures the most accurate and comprehensive collection of employee data. This, in turn, makes our Best Workplace lists more meaningful and trusted by employees and jobseekers alike.

### Email Upload FAQs

#### Will our email addresses be used for anything other than the survey program?

No. We are committed to the highest standards of privacy. The only time we email your employees is to provide the initial survey, or if they opt in to be included in future research studies. These studies are few and far between, and employees must manually enter their email address if they're interested. We do not reprint, resell, or redistribute your employee's email addresses. View our official privacy policy [here](#).

#### I have employees who don't have email addresses. Can they take the survey?

Absolutely! There are two options: 1) If your employee has access to a computer (shared or kiosk), they will need a unique URL to take the survey. When you upload your Excel template, leave the "email address" column blank for these employees. You will then be able to generate URLs for each of these employees. 2) Employees without computer access can take paper surveys. We charge a \$2 fee for all paper surveys submitted, which covers the cost of data entry.

#### My legal department won't let me share my email addresses with outside companies. Is there another way to invite employees?

While we understand these concerns, we take great lengths to make the transfer and use of your employee's data secure and protected. Our [privacy policy](#) outlines how we do this. To ensure the consistency and integrity of this program, we require employers to upload email addresses.

Note: If your organization has more than 1,000 employees, please contact us regarding alternative ways to distribute the survey.

# Email Upload Step-by-Step Guide

# 1

## Download Our Excel Template

After finishing your organization's setup process, the first thing you'll need to do is download our Excel template. You can find it on the survey website during the setup.

# 2

## Add Your Employees

Add your employees; be sure to keep the headers (First Name, Last Name, Email Address, etc.) as they appear on the template. For employees who don't have email addresses but want to take the survey online, leave the email field blank.

# 3

## Change the From Address and Email Subject Line

You can edit the subject line of the invitation email your employees will receive. You can also change the "from" email address so that it appears to come from you (or someone else in your company). Note that the email will still come from [bestplaces@quantumworkplace.com](mailto:bestplaces@quantumworkplace.com).

# 4

## Send a Test Email

Ready to launch? Send yourself a test email to make sure everything looks as you want it to appear.

# 5

## Schedule Your Email (Or Start Sending!)

You can schedule your emails to go out at a later date, or you can start sending them right away - your choice!

# 6

## Monitor Responses and Send Reminders

Once your surveys have launched, you can check back at any time to see how many have been completed (click on the "Monitor Responses" tab). Automatic reminders will be sent every four business days to employees who have not completed the survey.

Still have questions? We're happy to help! Email us at [bestplaces@quantumworkplace.com](mailto:bestplaces@quantumworkplace.com).



# REPORTING OPTIONS

The Best Workplaces contest gives you the opportunity to be nationally recognized as a Best Workplace—but that’s not all! Quantum Workplace provides your company with advanced reporting options so you can make the most of your survey results. Below are comparisons of our three reporting options.

	INSIGHT PLUS	INSIGHT	BASIC (FREE)
Results Summary	X	X	X
Category Scores (Scores for each of the six survey categories)	X	X	
Question Detail (Results on each survey question)	X	X	
Comments Report (Answers to open-ended questions)	X	X	
Culture Cloud (Answers to open-ended questions)	X	X	
Recommendations Report (Custom suggestions based on your results)	X	X	
Demographic Report (View results by age, title, tenure, etc.)	X	X	
Benchmark Reports (Results comparison to others in your size category or industry)	X	X	
Single Year-Over-Year Comparison (When applicable)	X	X	
Executive PowerPoint Summary	X	X	
Up to 10 Customizable Survey Questions (Includes scaled items, demographics, and open-ended questions)	X		
Up to 250 Additional Survey Invites (To invite employees who are out of the U.S.)	X		
Printable Reports	X		

**Note:** Pricing of Insight Reporting varies by contest and company size. When you set up your survey, you’ll see your price options and be able to select your reporting package.

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# FAQS

## Who runs Best Workplace?

Quantum Workplace manages Best Workplace in partnership with Inc. Magazine. As the survey administrator, Quantum Workplace provides the analytical engine powering more than 12,000 surveys annually and delivers the rankings to Inc Magazine. Inc. Magazine announces the contest finalists and handles accompanying recognition publicity.

## Why should I enter my organization in this contest?

The benefits of entering the Best Workplaces contest are invaluable. Yes, you will have the chance to become a nationally recognized Best Workplaces finalist, but you can also innovatively promote your employer brand with new recruitment and marketing strategies, gain insight on the likes and dislikes of your employees, and utilize your feedback to improve workplace productivity, enhance loyalty of clientele, and make business better. Plus, it's a very inexpensive way to measure employee engagement within your organization.

## How much does it cost?

There is a \$245 registration fee (this is the early bird rate, price will increase to \$295 on December 10, and \$395 on January 14) to participate in the program and all companies receive an Overview report of their survey results. For those organizations that desire more than recognition — such as happier employees, a positive workplace culture, and better business — we offer survey customization and in-depth reports.

## How long does this process take?

The survey period starts in November and ends in February, which allows employees to complete the survey at their convenience. After the survey closes, Quantum Workplace will process the data and send the results to Inc. Magazine. Companies will receive access to their results.

## How are winners determined?

Employee responses to the 30 standard survey questions, the number of employees who respond to the survey, along with an audit of the organization's benefits are used to determine the company's overall score and ranking.

## How will I know how many employees have completed the survey?

The survey coordinator for each organization will receive daily updates with the survey completion rate. You can also view this by clicking on the "Monitor Responses" tab on your survey site. Note that to protect employees' confidentiality, we never share who has or has not completed the survey.



## Who should take the survey?

All employees who have been with the company at least 30 days and work within the United States must be invited to take the survey. These employees have the most impact on your corporate culture and are usually a better judge of employee engagement.

### Most of my employees work part time. Can I include them?

Yes! Part time employees must be invited to take the survey.

### Should I invite partners/owners to take the survey?

No, employees with more than 5 percent ownership in the company are not allowed to take the survey.

### My organization has offices outside of the US, should I include these employees as well?

For competition purposes, you can only include employees who work within the United States. If you would like to include all employees regardless of geographic location, you can customize your survey. Information on customization can be found on page 9.

## The number of employees at my organization has changed since I first set up the survey, what should I do?

No problem! You can change your employee count and invite more employees when you log in.

## Can my company participate if some (or all) of my employees don't have Internet access?

Of course. If your employees do not have access to the internet, we offer paper surveys. For each paper survey completed and mailed in, a \$2 fee will be invoiced. If your organization is interested in using paper surveys, you can indicate this during the survey set-up.

## How do I view the results?

All participating organizations will receive access to a free, online summary report. Results will be available to all participants in mid-April 2022. For those companies that would like more extensive reporting options, please see the advanced choices on page 11.

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## About Quantum Workplace

[Quantum Workplace](#) is an employee feedback software company that helps organizations retain top talent, motivate performance, understand turnover, and build magnetic workplace cultures.

Above all, we believe in making work better every day at your workplace and ours.

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