



QUANTUM
WORKPLACE

THE ULTIMATE GUIDE TO **Best Places to Work**



loading engagement...



WELCOME TO BEST PLACES TO WORK!

Best Places to Work is the original contest designed to honor companies where talent is valued and engaged.

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

- Key benefits of competing in Best Places to Work
- 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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MEET YOUR BPTW TEAM!



Cassie Neary | Program Leader

Cassie has been managing the Best Places to Work program for nearly 10 years. That's a lot of surveys! When she isn't meticulously organizing more than 6,000 survey launches, closes, and events, you can find her working out and being a mom to her two young children. She's the one to blame any time Quantum Workplace signs up for a 10k run.



Kristin Pikop | Client Success Coordinator

Ever contact us with a BPTW question? There's a good chance you spoke with Kristin. Kristin assists in all things customer service, from the chat line to the emails we receive daily. If you ask her nicely, you just might get her to sing for you; she happens to have a killer voice and sings in a ridiculously-cool band, All Young Girls are Machine Guns.



Fran Cooper | Client Success Coordinator

Fran is the newest member of the Best Places to Work team, but don't let that fool you; she's unstoppable! Along with Kristin, Fran manages all of our incoming phone calls, emails, and chats. She's a self-proclaimed anti-hoarder, traveler, and soccer mom (but without the minivan and orange slices). If you have a problem, she'll solve it.

WHY PARTICIPATE IN BEST PLACES TO WORK?

It can give you:

- More money in your pocket—it's FREE!
- 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 one of the Best Places to Work in your local business publication
- Recognition as a Best Places to Work that could lead to improved recruitment

ABOUT THE SURVEY

Developed in 2003, the Best Places to Work 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 Places to Work gives organizations the opportunity to compete to be recognized as a place where people love to work. Held annually, Best Places to Work honors superior organizations where voices are heard, cultures are thriving, and employees are engaged. Participation in Best Places to Work is free!* However, organizations that want to fully utilize their results have the opportunity to purchase a customized survey, as well as advanced reporting on their employees' feedback.

The Best Places to Work 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 Place to Work.

*Two of our programs charge a participation fee: Best Places to Work in Omaha and Best Places to Work in Events.

48 CONTESTS

8,000+
COMPETING COMPANIES

10 MINUTE
SURVEY

30 SURVEY
QUESTIONS

Sample Survey Items

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

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

Find Your Contest

Go to your contest’s nomination website to nominate your organization. Enter your information and submit your nomination to become one of your area’s Best Places to Work! The following pages include a complete list of contests, including participating cities, industries, and their publication partners.

City	Contest	Publication Partner
Albany	Best Places to Work in the Capital Region	Albany Business Review
Albuquerque	Best Places to Work in New Mexico	Albuquerque Business First
Atlanta	Best Places to Work in Atlanta	Atlanta Business Chronicle
Austin	Best Places to Work in Central Texas	Austin Business Journal
Baltimore	Best Places to Work in Baltimore	Baltimore Business Journal
Birmingham	Best Places to Work in Birmingham	Birmingham Business Journal
Boston	Best Places to Work in Boston	Boston Business Journal
Buffalo	Best Places to Work in Western New York	Buffalo Business First
Charlotte	Best Places to Work in Charlotte	Charlotte Business Journal
Cincinnati	Best Places to Work in Cincinnati	Cincinnati Business Courier
Columbus	Best Places to Work in Central Ohio	Columbus Business First
Dallas	Best Places to Work in Dallas	Dallas Business Journal
Dayton	Best Places to Work in Dayton	Dayton Business Journal
Denver	Best Places to Work in Denver	Denver Business Journal
Greensboro	Best Places to Work in Triad	Triad Business Journal
Hawaii	Best Places to Work in Hawaii	Pacific Business News
Houston	Best Places to Work in Houston	Houston Business Journal
Huntsville	Best Places to Work in Huntsville/Madison County	Chamber of Commerce of Huntsville/Madison County
Jacksonville	Best Places to Work in Jacksonville	Jacksonville Business Journal
Kansas City	Best Places to Work in Kansas City	Kansas City Business Journal
Lincoln	Best Places to Work in Lincoln	Lincoln Journal Star
Louisville	Best Places to Work in Louisville	Louisville Business First
Madison	Best Places to Work in Madison	Madison Magazine
Memphis	Best Places to Work in Memphis	Memphis Business Journal
Milwaukee	Best Places to Work in Milwaukee	Milwaukee Business Journal
Minneapolis	Best Places to Work in Minnesota	Minneapolis Business Journal
Nashville	Best Places to Work in Nashville	Nashville Business Journal
Omaha	Best Places to Work in Omaha	Omaha World Herald
Orlando	Best Places to Work in Orlando	Orlando Business Journal
Philadelphia	Best Places to Work in Philadelphia	Philadelphia Business Journal
Phoenix	Best Places to Work in the Valley	Phoenix Business Journal

Continued on next page...

Find Your Contest, Continued

City	Contest	Publication Partner
Pittsburgh	Best Places to Work in Western Pennsylvania	Pittsburgh Business Journal
Puget Sound	Washington's Best Workplaces	Puget Sound Business Journal
Raleigh	Best Places to Work in the Triangle	Triangle Business Journal
Reno	Best Places to Work in Reno/Tahoe	Northern Nevada Human Resources Association
Sacramento	Best Places to Work in Sacramento	Sacramento Business Journal
San Antonio	Best Places to Work in San Antonio	San Antonio Business Journal
San Francisco	Best Places to Work in the Bay Area	San Francisco Business Times & Silicon Valley Business Journal
South Florida	Best Places to Work in South Florida	South Florida Business Journal
St. Louis	Best Places to Work in St. Louis	St. Louis Business Journal
Tampa Bay	Best Places to Work in Tampa Bay	Tampa Business Journal
Washington, D.C.	Best Places to Work in Washington, D.C.	Washington Business Journal
Wichita	Best Places to Work in Wichita	Wichita Business Journal

Industry	Contest	Publication Partner
Advertising Specialty	Counselor's Best Places to Work	Counselor Magazine
Staffing	Best Staffing Firms to Work For Contest	Staffing Industry Analysts
Event Agencies	Best Places to Work in Events	Event Marketer
Direct Sales	Best Places to Work in Direct Selling	Direct Selling News

Make work awesome.

quantumworkplace.com | bestplaces@quantumworkplace.com | 1.888.415.8302

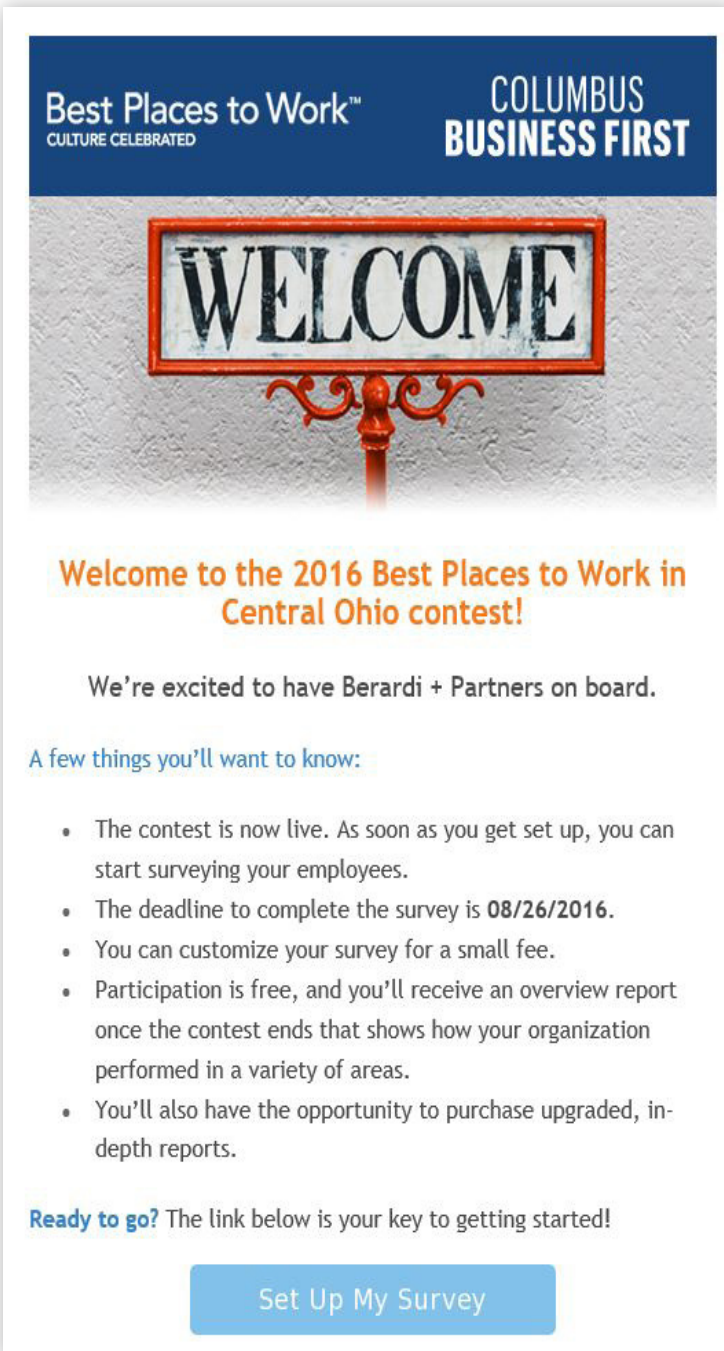


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2

Set Up Your Survey

After the nomination period closes, you will receive an email from Quantum Workplace inviting you to set up your survey. You will be guided through the set-up process, which takes about 15-20 minutes to complete online. At this time, you will be able to customize your survey and select advanced reporting options. You can preview the survey setup questions [here](#).



Best Places to Work™
CULTURE CELEBRATED

**COLUMBUS
BUSINESS FIRST**

WELCOME

**Welcome to the 2016 Best Places to Work in
Central Ohio contest!**

We're excited to have Berardi + Partners on board.

A few things you'll want to know:

- The contest is now live. As soon as you get set up, you can start surveying your employees.
- The deadline to complete the survey is **08/26/2016**.
- You can customize your survey for a small fee.
- Participation is free, and you'll receive an overview report once the contest ends that shows how your organization performed in a variety of areas.
- You'll also have the opportunity to purchase upgraded, in-depth reports.

Ready to go? The link below is your key to getting started!

[Set Up My Survey](#)

3 Decide Whether to Customize

The [standard survey](#) is completely free, but for a small fee, you can tailor the Best Places to Work 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 of your employees, survey up to 250 employees outside of your contest areas. This includes remote employees and employees from any location.

••••• 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 have the ability to 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 Places to Work lists more meaningful and trusted by employees and job-seekers 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

Email Our Deliverability Guide to IT

To ensure deliverability of emails, the first thing you'll need to do is notify IT of our email protocol. Download our [deliverability guide](#).

2

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, or download it [here](#).

3

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.

4

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.

5

Send a Test Email

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

6

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!

7

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.

REPORTING OPTIONS

The Best Places to Work contest gives you the opportunity to be nationally recognized as a Best Places to Work—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	
Year-Over-Year Comparison (Results comparison over two consecutive years)	X	X	
Printable Reports	X		
Up to 10 Customizable Survey Questions (Includes scaled items, demographics, and open-ended questions)	X		
Ability to Edit Department, Function, or Position Level Demographic	X		
Up to 250 Additional Survey Invites (To invite employees who are out of the contest area)	X		
Executive PowerPoint Summary	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 Places to Work?

Quantum Workplace manages Best Places to Work in partnership with American City Business Journals and various other organizations such as chambers of commerce, trade publications, and corporate sponsors. As the survey administrator, Quantum Workplace provides the analytical engine powering more than 8,000 surveys annually and delivers the rankings to the publishing partners. Partnering business journals and associations announce the contest finalists and handle accompanying recognition events and publicity.

Why should I enter my organization in this contest?

The benefits of entering the Best Places to Work contest are invaluable. Yes, you will have the chance to become a nationally recognized Best Places to Work 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?

It's FREE!* You can enter the contest, survey your employees, and get access to an overview of your results all at no cost to you. But, 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 is approximately four to five weeks, 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 the sponsoring organization. Non-finalists will receive their results within three weeks of the survey close date. Finalists will receive their results on the date of the sponsoring organization's publication and/or event.

Which organizations sponsor the contest, and how can I find them?

The organizations that sponsor the contests are listed on pages 8 and 9. You can find more information about all of our contests, including timelines and nomination sites, by visiting bestplacestowork.com.

*Two of our programs charge a participation fee: Best Places to Work in Omaha and Best Places to Work in Events.

How are winners determined?

In order to gather statistically sound results, companies must reach a minimum level of employee participation (based on total number of employees) to be eligible as a finalist. Responses from each question on the survey are compiled and evaluated. Companies are ranked and finalists are chosen in each size category according to their overall engagement score. The engagement score is calculated by compiling all raw data from the questions on a six-point Likert scale (strongly disagree to strongly agree) to find an average score that is then indexed to a 100-point scale. Overall number of responses is also factored into the engagement score. Winners are chosen solely based on the results of the survey and, in essence, by the employees themselves.

Who should take the survey?

All employees who have been with the company at least 30 days and live within the contest area 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 in multiple cities and states, should I include all of my employees?

For competition purposes, you can only include employees who work within the region of your sponsoring organization. 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 11.

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 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.

How do I view the results?

All participating organizations will receive access to a free, online summary report. Results will be available to non-finalists shortly after the survey close date; finalists will receive access after the sponsoring organization’s event and/or publication. For those companies that would like more extensive reporting options, please see the advanced choices on page 14.

Questions about the publication or event?

Contact your sponsoring organization.



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.