



# 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)**