Congratulations!

You’ve been named a Top Workplace.

Achieving this award proves your efforts and dedication to organizational health have paid off—and that’s no small feat.

There’s lots to know about the Top Workplaces award. Chances are, you’ve got some questions. And we’ve got answers!

Here are the top 10 things we get asked most often:

**What did the employee survey measure, and what do the results mean?**

Our employee engagement survey measures “Me” and “We” factors. Last year alone, we surveyed more than 2 million employees in over 7,000 organizations. Time and time again, these factors have proven to be accurate—and measurable—indicators of organizational health. We’ll explain:

*Me* factors involve the foundation of an employee’s job, including pay and benefits. Oftentimes, people associate this with perks such as free lunches, happy hour, and working from home. And while important, the *Me* factors aren’t what qualified your organization as a Top Workplace. In fact, there’s much more to it. You must also excel at the *We*.

They’re your organization’s core fundamentals—its values, mission, culture, and the like. To meet the Top Workplaces standard, your employees must believe in *where* your organization is headed, *how* it will get there, and the feeling that everyone is *in this together.*
Why do we have to wait until the publication date to share our exciting news?

We get it—being named a Top Workplace is exciting stuff. We know you want to spread the news, but we must ask you to keep the award a secret until the newspaper goes public with the list. Don’t forget to mark your calendar for the big day!

May we use the Top Workplaces logo?

Yes! Once the list has been published, it’s time to let the world know you’ve earned your spot as a Top Workplace. Broadcast it on social media. Add it to your website. Create a banner. Organizations have come up with so many clever ideas—and we love to see them! In the coming weeks, the WorkplaceDynamics Marketing Team will provide you with a comprehensive media kit that includes logos, templates, and guidelines.

How did our company rank within our size band... and overall?

Unfortunately, we must keep this information under wraps until the publication has been released. But you will be able to find out. We promise!

What’s the best way to communicate the importance of this award with our employees?

Make it a celebration! Being named a Top Workplace is an amazing accomplishment—and one that should be recognized. So take time to share this victory with your employees. Thank them. There are lots of creative (and valuable) things you can do with your award to build positive energy and make a bottom-line impact.

How can the Top Workplaces program improve our recruiting and retention efforts?

Recent studies prove companies with a strong employer brand can attract at least 3.5 times more applicants per job post, reduce their cost-per-hire by as much as 50%, and benefit from a significantly lower turnover rate. Integrating the Top Workplaces designation into your recruiting efforts can help you to find the candidates best-suited to your organization. And it’s the exceptional workplace culture that earned you this award in the first place that will help you to retain top talent.
How can we utilize our award to attract and retain customers?

Clients recognize the Top Workplaces logo as a symbol synonymous with high-quality and exceptional service. Add it to your packaging, communications, and website—it’s a familiar visual that will give your organization a competitive advantage.

What special recognition will our company receive as a Top Workplace?

In addition to recognition in the regional publication, your organization will receive an online profile on topworkplaces.com that includes basic company information, your logo, a link to your website, endorsements from employees, and more.

Our Summary Report provided us with some basic data, but is there more to learn about our survey results?

The Summary Report you received offers a high-level snapshot of your organization’s performance. We offer several other in-depth reporting packages that can provide you and your senior leadership team with a wealth of valuable information, including:

- Industry benchmarks
- Departmental results
- Actual employee comments.

Each includes our Online Results Tool, which makes it really easy for you to drill-down, interact, and export your data.

Can our organization participate again next year?

Yes! We encourage you to participate every year. Capturing more than one Top Workplaces award is a great way to solidify and illustrate your commitment to organizational excellence and workplace culture. The start of next year’s program may be a few months away, but you can nominate your organization at any time.
We’re on a mission to make the world a better place to work together.

Our passion and purpose is to make the world a better place to work together. Founded in 2006, WorkplaceDynamics is a premier provider of technology-based employee feedback and performance improvement solutions. We help senior leaders to build and sustain organizations that drive bottom-line results through employee engagement.

WorkplaceDynamics is a founding B Corporation member, a coalition of organizations that are leading a global movement to redefine success in business by offering a positive vision of a better way to do business.