



2021 Regional & World's Best Lists

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Regional Best Workplaces Lists



Regional List Methodology: Europe

Great Place to Work identifies the **Best Workplaces in Europe** by analyzing companies' workplace programs and surveying over half a million employees across multiple countries about the key factors that create great workplaces for all.

To be considered, companies must first be identified as outstanding in their local region by appearing on one or more of our Best Workplaces lists in Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Norway, Poland, Portugal, Spain, Sweden, Switzerland, The Netherlands, Turkey and United Kingdom during 2020 or early 2021.

Companies rank in three size categories: Small (10-49 employees); Medium (50-499 employees); Large (500+); and Multinational. Multinational organizations are also assessed on their efforts to create great workplaces across multiple countries in the region. They must appear on at least three national lists in Europe and have at least 1,000 employees worldwide with at least 40% (or 5,000) of those employees located outside the headquarters country.



Regional List Methodology: Latin America

Great Place to Work identifies the **Best Workplaces in Latin America** by analyzing companies' workplace programs and surveying over a million employees across multiple countries about the key factors that create great workplaces for all.

To be considered, companies must first be identified as outstanding in their local region by appearing on one or more of our Best Workplaces lists in Argentina, Bolivia, Brazil, Central America & Caribbean, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay during 2020 or early 2021.

Companies rank in three size categories: Small and Medium (10-499 employees); Large (500+); and Multinational. Multinational organizations are also assessed on their efforts to create great workplaces across multiple countries in the region. They must appear on at least three national lists in Latin America and have at least 1,000 employees worldwide with at least 40% (or 5,000) of those employees located outside the headquarters country.



Regional List Methodology: Asia

Great Place to Work identifies the **Best Workplaces in Asia** by analyzing companies' workplace programs and surveying over half a million employees across Asia and the Middle East about the key factors that create great workplaces for all.

To be considered, companies must first be identified as outstanding in their local region by appearing on one or more of our Best Workplaces lists in Greater China (including China, Hong Kong and Taiwan), India, Japan, Philippines, Qatar, Saudi Arabia, Singapore, South Korea, Sri Lanka or UAE during 2020 or early 2021.

Companies rank in three size categories: Small and Medium (10-499 employees); Large (500+); and Multinational. Multinational organizations are also assessed on their efforts to create great workplaces across multiple countries in the region. They must appear on at least two national lists in Asia and the Middle East and have at least 1,000 employees worldwide with at least 40% (or 5,000) of those employees located outside the headquarters country.



How Size Segments are Determined

Regional List: Eligibility for Size Segments

Nationally ranked companies in the region are eligible for the Regional list based on these size categories:

Size/Employee Population Requirement

- Small (10-49 employees)
- Medium (50-499 employees)
- Large (500+)
- Multinational*

***Multinational companies** are eligible based on both size and employee population requirements as well as national list wins (see “Regional List: Eligibility for MNC Segment”)

Regional List: Eligibility for MNC Segment

Size/Employee Population Requirement

- Must **operate** in minimum **3** countries
- Must have at least **1,000 employees globally**
- **40%** (or 5,000 employees) of global workforce must work outside home country



National List Requirement

- Represented on **at least three national lists** for Europe & Latin America or **at least 2 national lists** for Asia

Note: A company categorized as an MNC by size & employee population may only be considered for the MNC segment of the Regional List and cannot be considered for Size Segment categories. It must also meet the additional National List requirement to be considered.



How Ranks are Determined

How do we select the Regional Best Workplaces (Small, Medium, and Large Size Segment Categories)?

Small, Medium, and Large Size Categories of the Regional List are based on National List Win Ranks

- Nationally Ranked companies are categorized by the global standard size categories
- Rankings are standardized across countries so that National List ranks are treated consistently
- Points are awarded based on the National List win rank
- For companies with identical rankings within a size segment category, more credit is given to the company that has more impact based on employee count
- Trust Index[®] scores are considered when both rank and employee counts are identical

How do we select the Regional Best Workplaces (MNC segment)?

For the MNC Segment, Points are Awarded Based on National List Win Ranks, Certification, and Regional Footprint

- **National List Wins**
 - Number of wins a company has compared to others
 - Ranking on these lists, weighted by employee presence compared to other contenders in the market
- **Certified Countries**
 - Number of countries where Great Place to Work-Certified™ in the region
- **Global Characteristics**
 - Number of participating countries within the region

MNCs: Maximizing Regional List Participation

1. Increase Impact

1. Rank higher on national lists than other Regional MNC contenders
2. Rank in countries with largest employee presence
3. Rank in as many countries as possible

2. Increase Presence

1. Survey all countries with 10+ employees, even in countries with no national list
2. Get Great Place to Work-Certified™ in as many countries as possible
3. Invite all employees to participate in the survey



Impacts of 2021 Methodology Improvements

Key Methodology Impacts 2021

All Companies (All Size Segments)

- Increased emphasis on National List Ranking to showcase the best of the best in every country in the region
- All country rankings are considered equally
- Expect year over year changes, especially for countries where benchmarks tend to be lower than the region; now all companies with the same ranking are equal
- Our data shows that achieving high Trust Index[®] scores is more challenging as companies grow, which is why smaller companies tend to have higher TI scores. Within a size segment, when companies have equal rankings, we give a higher rank to the company with the larger employee population to reflect their impact in the region.
- More eligible companies are competing, and some regions have expanded to include more countries

MNCs:

- In addition to the items above, we have expanded credit for the scope of the regional survey and the number of not only List wins, but number of Great Place to Work[®] - Certified companies



World's Best Workplaces



World's Best Methodology

Great Place to Work[®] identifies the best workplaces around the world with the publication of its annual ***World's Best Workplaces*** list. **The organizations that make this list have a global impact on the quality of employees' lives and communities and are recognized in countries around the world as the very best in their nation.** To be eligible for the World's Best Workplaces list, **a company must have a significant global presence:** It must be named to 5 or more countries' national Best Workplace lists; have at least 5,000 employees worldwide; and at least 40% of its workforce (or 5,000 employees) must be based outside of its home country. Candidates for this year's list will have appeared on national workplace lists published in 2020 and 2021.

World's Best: Eligibility

Size/Employee Population Requirement

- Must have at least **5,000 employees globally**
- **40%** (or 5,000 employees) of global workforce must work outside home country



National List Requirement

- Represented on **at least five national lists**

How do we select the World's Best Workplaces?

Points are Awarded Based on National List Win Ranks, Certification, and Global Footprint

- **National List Wins**
 - Number of wins a company has compared to others
 - Ranking on these lists, weighted by employee presence compared to other contenders in the market
- **Certified Countries**
 - Number of countries where Great Place to Work-Certified™
- **Global Characteristics**
 - % of all employees that these countries represents
 - Number of participating countries
 - Number of geographic regions covered (North America, Asia, Europe, Latin America, Oceania, Sub-Saharan Africa, Middle East & North Africa)

Maximizing World's Best Participation

1. Increase Impact

1. Rank higher on national lists than other World's Best contenders
2. Rank in countries with largest employee presence
3. Rank in as many countries as possible

2. Increase Presence

1. Survey all countries with 10+ employees, even in countries with no national list
2. Get Great Place to Work-Certified™ in as many countries as possible
3. Invite all employees to participate in the survey

Great
Place
To
Work[®]

Thank you!