



EMPLOYEE = CUSTOMER

How the Best Workplaces in Retail invested in their people in Times of Crisis

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OUR METHODOLOGY

FOR SELECTING THE BEST WORKPLACES

Every year, more than 10,000 organizations from over 62 countries partner with Great Place to Work® Institute for assessing, benchmarking, and action planning to strengthen their workplace culture. Great Place to Work® Institute's methodology is recognized for its rigour and objectivity and is considered to be the "Gold Standard" for defining great workplaces across businesses, academia, and government organizations. All organizations that nominate themselves for India's Best Workplaces in Retail recognition undergo a rigorous assessment. This year 26 organizations applied for this study.

As part of this assessment, all organizations were evaluated through two lenses. The first lens measures the quality of employee experience through our globally validated survey instrument known as the Trust Index®. The survey helps in seeking anonymous feedback from employees and carries 2/3rd weightage.

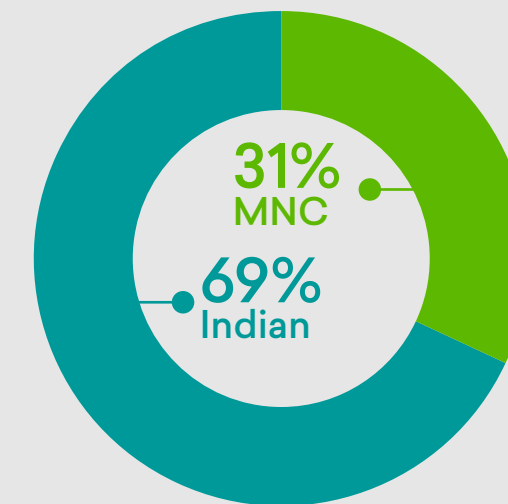
The second lens is called Culture Audit® - a proprietary tool of the Institute that evaluates the quality of people practices in an organization, covering the entire employee lifecycle. This carries 1/3rd weightage. The Institute undertakes a robust validation process on the data gathered through the assessment process. The cumulative score of Trust Index® and Culture Audit® determines an organization's inclusion in 'India's Best Workplaces in Retail'. No individual or jury has a say in who makes it to the list - only employee feedback and quality of people practice determine if an organization is a great workplace.

Participants' Profile

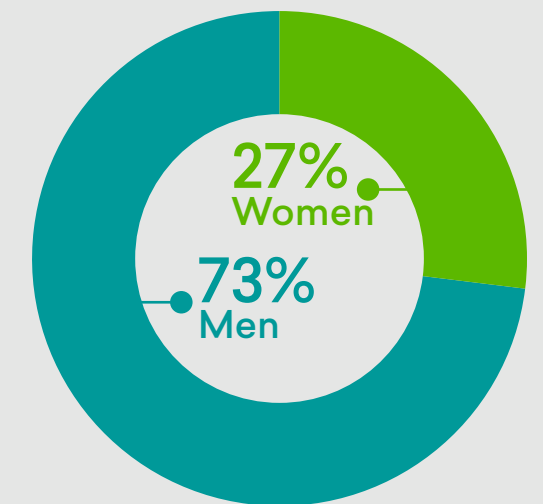
26 Retail organizations

103578 Employees represented

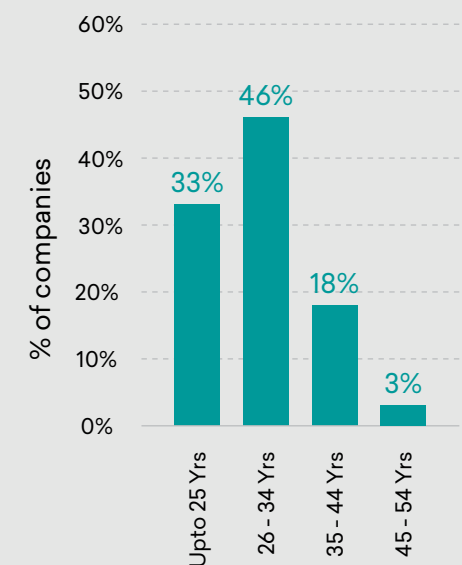
Organization size



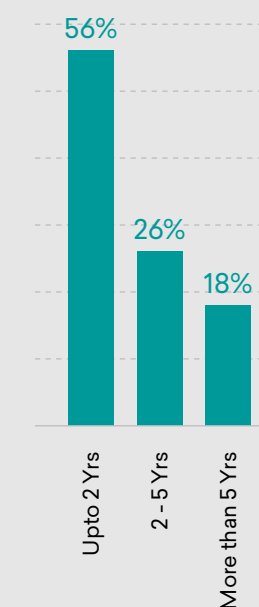
Gender representation in the workforce



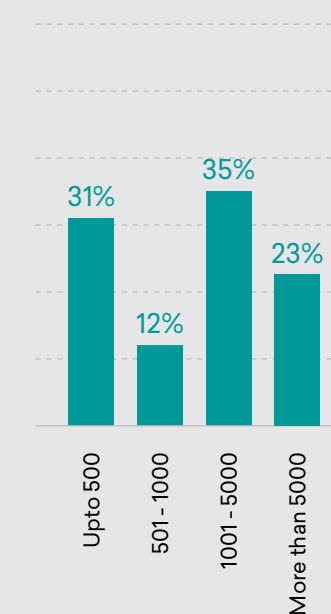
Age bracket of the workforce



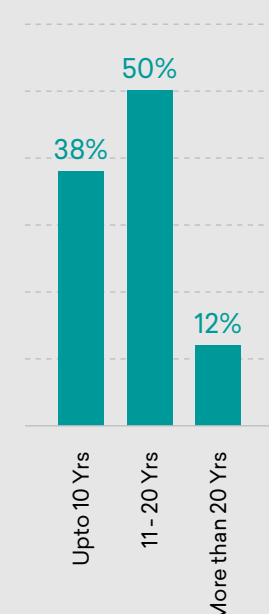
Tenure bracket of the workforce



Employee Strength



Operational Years



INDIA'S BEST WORKPLACES IN RETAIL 2021

(Listed in alphabetical order)

Aditya Birla Fashion & Retail Ltd.

Cinépolis India Pvt. Ltd.

ELCA Cosmetics Pvt. Ltd.

Infiniti Retail Ltd.

Lite Bite Foods Pvt. Ltd.

Marks and Spencer Reliance India Pvt. Ltd.

METRO Cash & Carry India Pvt. Ltd.

PUMA Sports India Pvt. Ltd.

TATA Starbucks Pvt. Ltd.

Titan Company Ltd.

TOP 3 IN E-COMMERCE

bigbasket (Supermarket Grocery Supplies Pvt. Ltd.)

Flipkart Internet Pvt. Ltd.

Myntra Designs Pvt. Ltd.

The Indian Retail Industry

one of the country's largest industries

\$1,200 billion

estimated value (by FY21)

10%

contribution to India's GDP

8%

share in India's employment

40%

contribution to India's consumption

2nd

Rank in Global Retail Development Index (GRDI), 2019

Change in Retail sector constitution by 2021

75%

Unorganized Retail

18%

Organized Retail

7%

E-Commerce

As the pandemic peaked in India in March 2020, this human-intensive sector suffered a significant blow. Retail companies across the country had to opt for a 100% shut down of their stores. It is estimated that the organised retail sector incurred losses to the tune of ₹90,000 crores in the first two months of lockdown. As the initial 21-day lockdown period extended to a few months, retail businesses had to think of innovative ways to ensure business continuity. While some companies could pivot their businesses, many others had to wait and watch to get their businesses running as earlier.

Great Place to Work® Institute studied 26 Retail organizations, representing the voice of 1,03,578 employees over a period of 12 months. At Great Place to Work®, we believe every interaction is an opportunity to build Trust. The last few quarters were testing times for businesses in the Retail industry. However, the Best Companies in Retail followed the Employee = Customer Mantra to endure through the crisis and continued to build Trust with their employees and customers.

COVID-19 Response: Health & Financial Support

Metro COVID eBook - METRO Cash & Carry India Pvt. Ltd.

In these trying times of COVID-19, to help employees adapt to the new normal, Metro had put together the METRO COVID e-book, which includes details on COVID-19 and the guidelines protocols that are required to be followed during COVID and once employees resume work.

Beans of Happiness: Two-Wheeler Mobility Program – Tata Starbucks

This initiative was started to enable and support partners (employees) to purchase two-wheelers that can help them ease their commute to & from work and other places. This benefit involves a corporate tie-up with a relevant financial institution to offer a loan at an attractive interest rate and support from Tata Starbucks with down payment support and interest subsidy. The partners (employees) are given an interest subsidy of 50% or INR 10,000, whichever is lower, and the organization absorbs the same.

1. Care for Employees

% of employees giving a positive response on the statement



This is a psychologically and emotionally healthy place to work.



Management shows a sincere interest in me as a person, not just an employee.



● Best ● Rest

When the novel Coronavirus hit our nation in March 2020, the Best Workplaces demonstrated an Employee first attitude. Employee safety and health moved up to be among the top priorities for companies. Many of the Best Workplaces went for a voluntary shut down even before the nation-wide lockdown was announced. Employees in the corporate offices began working from home. Organizations like **Croma and Big Basket** started daily screening of all their employees and tracked their health and safety. As the lockdown increased, the fear and anxiety in the minds of employees also went up. In this situation, the Best Workplaces left no stone unturned to make their employees feel comfortable and secure. **Titan** ensured complete coverage of all expenses for any employee hospitalised due to COVID-19 and started initiatives like Digital Doctor, 24x7 counsellor for employees and their families. Understanding the employees' need, **Tata Starbucks** began to pay salaries to employees in 2 cycles in a month.

2. Constant Communication

% of employees giving a positive response on the statement



Management keeps me informed about important issues and changes.

88 / 81



I can ask management any reasonable question and get a straight answer.

83 / 77

● Best ● Rest

Due to the COVID-19 imposed lockdown and social distancing, connecting with the employees gained paramount importance. To address the feeling of uncertainty and doubts that the employees had about their Job security, almost all the Best Workplaces conducted Townhalls where the organization’s leaders connected directly with all the employees to extend support and reassure them. These townhall series were made as frequent as monthly in some cases. These forums made employees feel a high degree

of intimacy with the business. The situation that had dawned on the businesses and employees was new for all. To help employees navigate smoothly through the external changes, Best Workplaces in Retail also started aggressive communication around awareness through videos, posters, EAP sessions and various webinars.

Aditya Birla Fashion and Retail Ltd., on observing the social stigma around Covid19 infections proactively initiated the Covid – 19 success stories.

These were shared to welcome employees back as well as to celebrate their grit against the infection.

While spreading awareness and sharing updates helped to calm down employees’ distress, organizations also extended a listening ear to their people. Regular feedback gathering from employees through dipstick surveys, HR connects, and feedback gathering tools like chatbots helped get people’s pulse.

COVID-19 Response: Communication Tools

Behind the Scene - ELCA Cosmetics

A common feedback received from the retail team of “What happens at the corporate office?” was chosen for action. For this, ELCA launched their capsule learning initiative called ‘Behind the Scenes’ wherein the corporate teams present on a topic for 15 minutes at every townhall. The topics could range from Visual Merchandising, Product marketing, Consumer engagement, e-Commerce to Logistics. These mini sessions helped front-line employees learn what goes behind making a successful campaign.

The Base Station App - Infiniti Retail Ltd.

CROMA’s Learning & Development team took the initiative to launch short videos, story books for children, fun facts and safety messages on their LMS App - The Base Station. The videos were a means of communication from CROMA’s SLT at regular intervals on the pandemic and a message to ensure safety of all. These videos and communication sessions were a medium through which the senior management connected with employees and shared updates on the new initiatives undertaken by the Company, besides appreciating their contributions during challenging times.

COVID-19 Response

Starbucks at Home Coffee Brewing - TATA Starbucks Pvt. Ltd.

At Starbucks, their passion for coffee is rivalled only by their love of sharing it. They believe every coffee has a story, and brewing coffee is an art and science – to bring both these nuances of the coffee world to the customers, Starbucks curated Starbucks at Home-Coffee Brewing Workshop. They conducted ~20 workshops virtually during COVID-19 and were able to engage with about 1500 customers. During the workshop, they immerse the customers with wonderful coffee stories, fun coffee games and also share how to make coffee at home - The Starbucks way.

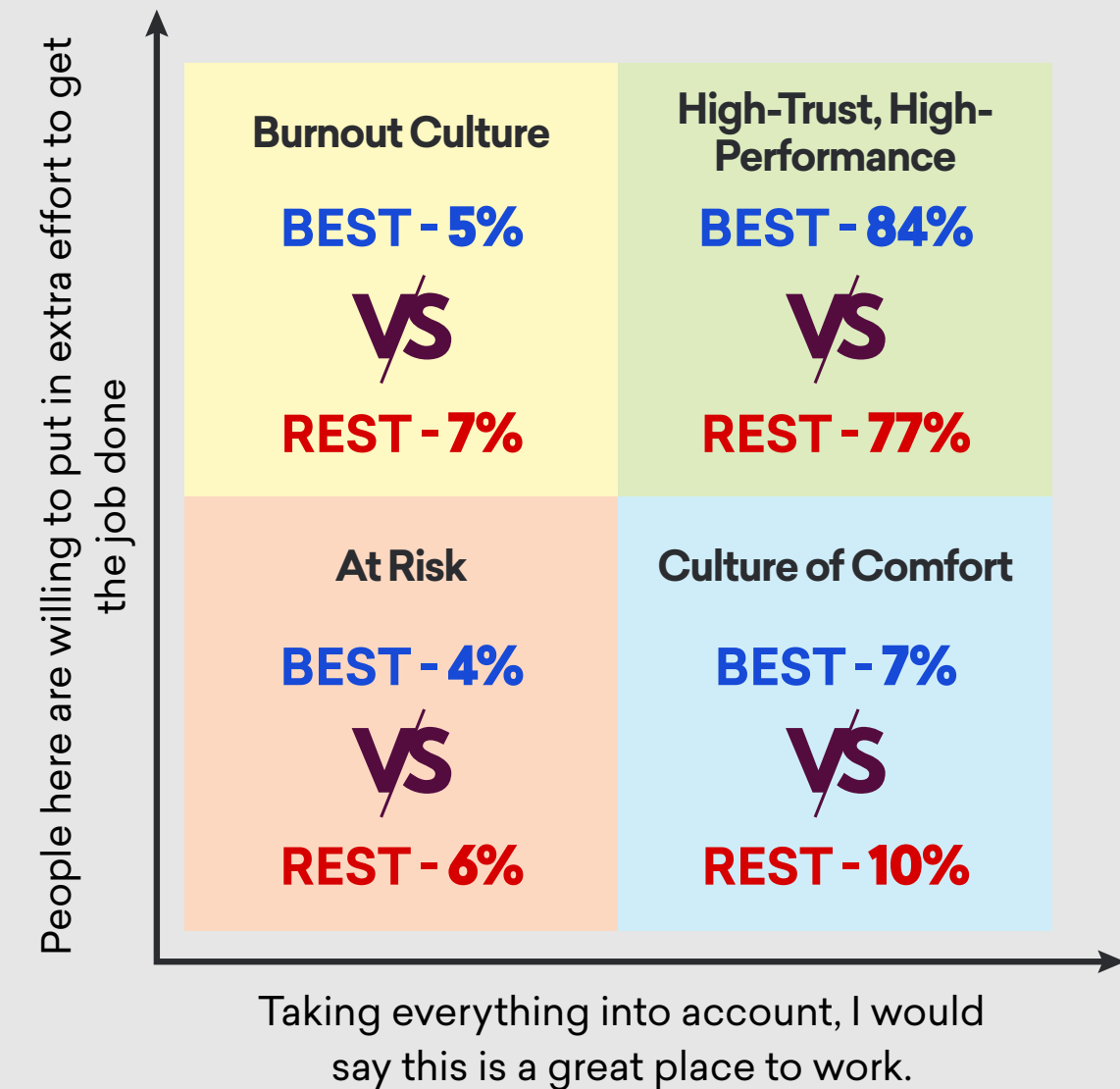
3. Customer Engagement

Though the stores were shut, and the operations had come to a standstill towards the beginning of the lockdown, organizations realised that this was when they needed to build on to their relationship with their customers. **Titan**, for example, started a unique initiative. “Empathy Calls” were done to lakhs of customers by the store staff enquiring about their health and safety. This was widely appreciated as a goodwill gesture. They even held online concerts exclusively for our customers by Titan employees during the lockdown.

The change in the overall situation due to COVID-19 also impacted customer needs and preferences. Organizations that were quick enough to realise this changed how they communicated and reached out to their customers. **Lite Bite Foods** started home delivery so that the customers can enjoy their favourite food in the comfort of their homes.

The Trust Payoff - When Employees give back

Best Workplaces are known to be investing much effort in building a trust-based culture. These testing times have enabled these workplaces to see the return of their investment coming from the goodwill that they received from their employees. While some organizations ensured full salary to all employees, some had to announce a pay cut. Employees in such high-trust organizations accepted the announcement and provided complete support. As jobs' nature changed, some of the companies' functions had high volume work while other parts did not have much to do. In such situations, employees supported by working in different roles. **Marks & Spencers**, a good example, where the store employees from areas where stores were still shut, travelled to warehouses in other areas and supported the workload there.



Source: Best Workplaces in Retail 2021 study data

* Please note that due to rounding off, percentages may not add up to 100%

Store Re-Opening – Marks & Spencers

With the lifting of lockdown restrictions, the retail stores started opening in a phased manner following the state guidelines. This posed multiple complexities like containment zones, lack of public transport, safety concerns in employees etc. It was heartening to see how the stores collaborated displaying commendable agility, resilience and firm resolve to serve the customers at the stores. Quite a lot of employees demonstrated the M&S Way behaviour 'Own it and get it done' by extending their support and offering to travel to other stores ensuring business continuity.

Collaboration for Big Billion Days - Flipkart

The Flipkart Big Billion Days was the biggest BBD ever executed by Flipkart— a feat achieved with teams operating virtually for the first time ever. Using technological prowess and the reach of e-commerce, Flipkart endeavoured to put hard-hit sellers and MSMEs back on their feet. To make the 50 Million worth of deliveries possible, 10000 corporate employees came together as a team and gave their best and made the Big Billion Days a huge success.

Crisis = Opportunity

Campus Hiring & Engagements during COVID times - Myntra Designs Pvt. Ltd.

The pandemic did not dampen the campus hiring plans at Myntra, as they went 100% digital and virtual without breaking a sweat. Immediately shifted gears to go entirely virtual to hire from the top engineering campuses and B-schools, Myntra used CodePair by HackerRank for engineering hiring. They have also introduced processes and best practices to run the remote hiring process without glitches and malpractices.

1. Digitisation of internal and external processes

The lockdown became a catalyst to the digital transformation efforts of organizations in retail. Remote working enabled organizations to think of newer ways to connect and engage their talent. To begin with, all events such as Townhalls became virtual. Award functions and other programs were also conducted using virtual platforms. **Cinopolis** started engaging its employees through various virtual learning programs around health and fitness.

2020 also witnessed a sudden upsurge of digital medium for selling and buying. Traditional buyers were also open to buying things online as opposed to visiting a store. **Croma** started Store@home - a virtual Demo of home appliances through their website. Brand owned websites, and e-commerce platforms saw a never seen before traffic. Best Workplaces focused on building their online presence and serving the customers online.

Crisis = Opportunity

2. Innovation in business practices

COVID-19 mandated companies to think of innovative ways of doing business. Newer business models emerged from the need to address the customers' new preferences and provide continued revenue to the organizations. One such initiative was the Cloud Kitchens by **Lite Bite Foods**. This company which operates restaurant brands started with the idea to deliver food to customers at their doorstep and at the same time reduce the cost of restaurant space; the Cloud Kitchen concept has proven to be a big success. The organization now plans to start 10 Cloud Kitchens in 2021.

Another innovation by one of the Best Workplaces was the Pop-up stores by **Puma**. These stores were temporary stores set up in residential complexes where customers came and shopped from their favourite brands without compromising the high standards of the in-store experience. Started as a temporary business idea, the pop-up stores are now taken up as a new business line by Puma due to its success.



Summing up

Overall it has been a challenging year for the Retail Industry. The Best Workplaces in the Industry have been able to turn this crisis into opportunity by leveraging technology, embracing digital as the new way of working and encouraging innovation in business practices; all of this fuelled by the Trust which these organizations have built with their Employees as well as Customers.

The Retail Organizations of the future are agile and resilient, which continue to invest in building High-Trust relationships with their employees and customers.

GET RECOGNIZED FOR YOUR GREAT WORK CULTURE.

As a Great Place to Work-Certified™ organization, you have the opportunity to feature among the most credible Best Workplaces lists in India and globally. Organizations are recognized across more than 20 industries, types, sizes and themes that matter to employees.

**REGISTRATIONS OPEN!
BOOK YOUR SURVEY
SLOT NOW!**

Visit www.greatplacetowork.in/get-certified or write to Bhavishya.Sharma@greatplacetowork.com

Note: Since the lists are announced throughout the year, there are process deadlines for each. Please reach out to us to know more.

Great Place to Work® Annual Calendar

| | | |
|---|--|----------------|
|  | India's Best Workplaces in Health & Wellness 2020 | MARCH 2021 |
|  | India's Best Workplaces in BFSI 2021 | APRIL 2021 |
|  | India's Best Companies to Work For 2021 | JUNE 2021 |
|  | India's Best Mega Employers | JUNE 2021 |
|  | India's Best Large Workplaces | JUNE 2021 |
|  | India's Best Employers among Nation Builders | JUNE 2021 |
|  | India's Best Leaders in Times of Crisis | JUNE 2021 |
|  | Asia's Best Workplaces 2021 | JULY 2021 |
|  | India's Great Mid-size Workplaces 2021 | JULY 2021 |
|  | India's Best Workplaces for Women 2021 | SEPTEMBER 2021 |
|  | India's Best NGOs to Work For 2021 | OCTOBER 2021 |
|  | World's Best Workplaces 2021 | OCTOBER 2021 |
|  | India's Best Workplaces in IT & IT-BPM 2021 | NOVEMBER 2021 |
|  | India's Best Workplaces in Manufacturing 2022 | JANUARY 2022 |
|  | FOR ALL 2022 SUMMIT | FEBRUARY 2022 |
|  | India's Best Workplaces in Retail 2021 | FEBRUARY 2022 |

India's Best Leaders in Times of Crisis

Participation by Invite Only

For more than 3 decades, Great Place to Work® has partnered with organizations and business leaders across 60 countries to build a work culture that is 'Better for People, Better for Business and Better for the World'. A work culture that stands the test of time and ensures long term sustenance and Business Continuity.

We want to partner you in writing this story, as it happens.

Starting Now!

As a part of the study, your organization will also leverage the opportunity of assessment by Great Place to Work® and potential recognition as a Best Workplace.

India's Best Leaders in Times of Crisis is our initiative to identify Organizations and their Leaders, who have demonstrated exceptional ability in dealing with the COVID-19 induced crisis.

Whether a crisis or an opportunity, one thing is clear - What you do or do not do as a leader will be remembered for a long time. Imagine, one year from now, you are addressing the management students of elite B-schools. They are listening with rapt attention to your story of business transformation. At the heart of this story is how you and your colleagues used the current crisis to create a sustained High-Trust, High-Performance Culture™.

Steps to Participate

1

Enrol
Register to the study of 'Best Leaders in Crisis'.

2

Capture History as it happens!
Your team will update the actions and initiatives month-on-month in a standard format.

3

Survive to Thrive strategy

In April 2021, we will administer a short survey on your employees to understand their perception of the success of the business transformation.

4

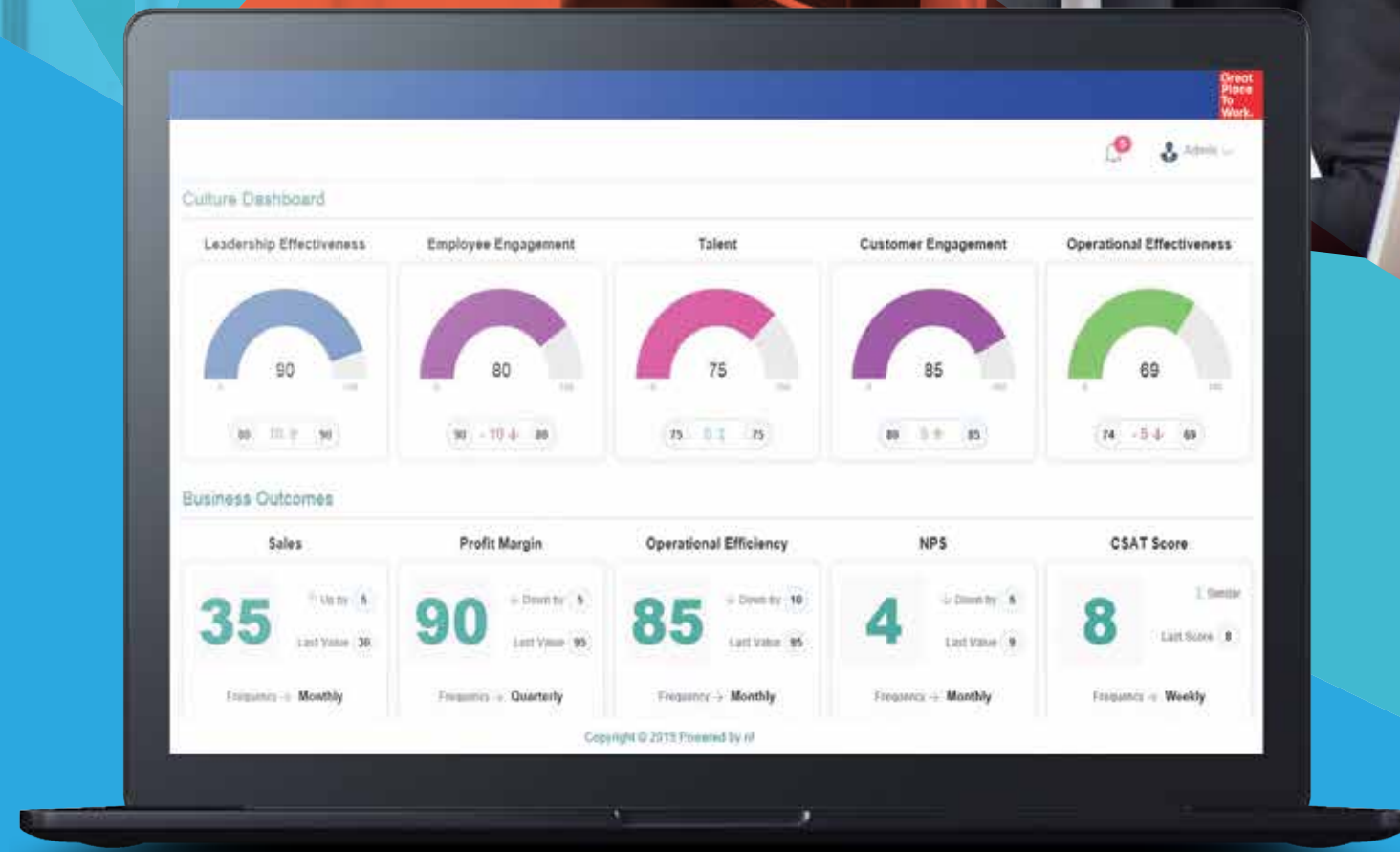
India's Best Leaders in Crisis

In June 2021, we will announce India's Best Leaders in Times of Crisis with a prestigious media partner.

Please write to Bhavishya.Sharma@greatplacetowork.com for more details.

Great
Place
To
Work®

CEO CULTURE DASHBOARD



We would like to offer you a **Real-time Feedback tool** that enables you to speak and listen to your employees on a daily basis. The tool comes with an in-built framework that measures five critical dimensions of your workplace culture from a CEO's perspective – **Leadership Effectiveness, Employee Engagement, Key Talent Retention, Customer Orientation and Operational Effectiveness**. You can add your customized questions to take real-time feedback basis your unique challenges.

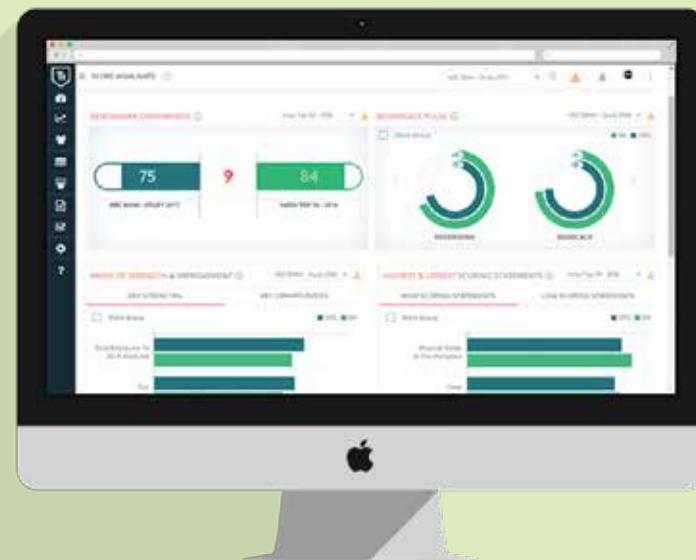
That's not all. Through the CEO Culture Dashboard, you don't run a lengthy survey – **it is just one statement per employee, every day!**

Our research shows that your employees are likely to be more stressed than usual with respect to job security, financial security, psychological and emotional health (anxiety), collaboration and changing business strategies during these tough times. The need to communicate and listen has never been more urgent.

Please contact Balbir Singh, Practice Head, on Balbir.Singh@greatplacetowork.com for details.



An integrated platform that enables leaders and people managers **leverage actionable insights to craft impactful actions plans and measure employee pulse on the go.**



“

Trust Impact has been a great help for our managers to create Action Plans to focus on their improvement areas and reaffirm their strengths. The reference to best practices available on the tool that are helpful to design activities customized to our needs.

Sterlite Technologies Limited

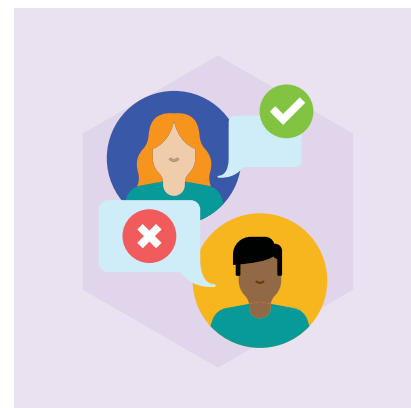
In the journey to become a great workplace, listening to the employee voice is critical and many organizations have started doing it in a regular and structured manner. However, a major challenge comes later - **how to interpret the employee voice and how to take action in a comprehensive manner.**



Reporting Platform



Action Planning Tracker



Platform to Launch Micro Surveys

With a focus on Empowering People Managers!

This is where TrustImpact™ comes in.

- It allows Business Leaders, People Managers, HR to go beyond the feedback data and access actionable insights.
- It helps to prioritize what to action and supports in the action planning process by providing best practices and suggestions from great workplaces.
- It allows to take focused pulse checks to see if their action plans are working and course correct if required.
- Organizational Leaders and HR have an oversight on what actions are being taken across the organization and is the needle moving towards a great employee experience!

Go beyond data.

Access actionable insights like **comparison with benchmarks, areas of improvement and key drivers of engagement.**



Dr Ram Charan (World's Most Influential Consultant), Harsh Mariwala (Founder, Marico) & Dr. Santrupt Misra (CEO, Birla Carbon & Director- HR, ABG) in a discussion at the Best Employers' Club Meet, June 2018.

Nominate your organization for India's Best Workplaces Study 2021, and leverage the opportunity to join the elite community of CEOs & CHROs of 'India's Best Companies to Work For' and 'India's Great Mid-Size Workplaces'



BEST EMPLOYERS' CLUB



The Best Employers' Club is an elite group of CEOs, CHROs and Business Heads of those organizations that have featured in 'India's Best Companies to Work For' or 'India's Great Mid-Size Workplaces' lists, published by the Great Place to Work® Institute, India.

The member CXOs come together in a series of meetings throughout the year to learn and share about what they are doing differently to create a great work culture at their organization – a culture that fuels performance. Harvard Business Publishing is a learning partner of the club and provides relevant case studies and speakers for the chosen themes. The club aspires to be the “think tank” in the area of creating Great Workplaces FOR ALL that deliver sustained business results.

The club has the following objectives:

1. Learn From Each Other:

- Coming together and not competing.
- Networking, meeting new people, learning more perspectives.

2. Learn from the Best in the World:

- Get one globally known expert for each meeting.

3. Think Tank:

- Be a thought leader in its space – define the people agenda for the next decade.

- Should be a sounding board for the industry & academia.
- 4. Create successful models of future work/ workplaces:**
- Member organizations will volunteer to incubate ideas discussed in the Club which have the potential to qualitatively change the experience of their people and significantly impact business.

The members of the Best Employers' Club and Great Place to Work® Institute collaborate to finalize the themes for the meetings. The meetings on pre-defined themes include keynote sessions, study mission, case studies, research presentations & more. Some of the themes discussed last year by the members covered a range of interesting topics like *Moving from Passive to Active Engagement*, *People Challenges in Digital Transformation*, *The Business Case for Employee Wellbeing*, *Design Thinking*, *Creating a Superior Service Culture* to name a few.

Some of the speakers that have interacted with the club members are:

- **Dr. Marshal Goldsmith**, World's No. 1 Leadership Coach
- **Dr Ram Charan**, World's Most Influential Consultant
- **Dr. Velumani**, Founder and MD, Thyrocare
- **Dr. Pawan Goenka**, Managing Director – Mahindra and Mahindra Ltd.
- **Ron Kaufman**, World's No. 1 Customer Service Guru

To be a part of this Elite Club: Contact **Adishva Doshi** at **+91-97692 58440** or **Adishva.Doshi@greatplacetowork.com**

It all starts with getting Great Place to Work-Certified™

Great Place to Work-Certified™ is the 'Gold Standard' organizations around the world aspire to achieve to showcase their great work culture and enhance their employer brand. Every year, more than 10,000 organizations across 58 countries apply to Great Place to Work® study on Best Workplaces to get recognized and to obtain actionable insights into formulating a winning people strategy.

Through an objective, research-driven and globally adopted framework, your workplace culture will be assessed and on meeting the required criteria will be certified as a Great Place to Work. Once Certified, based on the scores obtained in the assessment, your organization has the opportunity to feature among 'India's Best Companies to Work For', 'India's Great Mid-Size Workplaces' and many other industry and category recognitions.

How to get Certified?



Select a 2-week period to launch the Trust Index®, our globally renowned research based employee survey.



Provide details about your company's programs and practices on our Culture Audit®.



Obtain actionable insights to formulate a winning People Strategy



Meet our benchmark for Certification and you'll be eligible for more than a dozen additional recognition opportunities.

Visit www.greatplacetowork.in/getcertified or write to Bhavishya.Sharma@greatplacetowork.com

CULTURE

Inshorts

#CultureInShorts is a series of short articles read by thousands of leaders every day to help them stay updated about some of the most important insights and best people practices, instrumental to building a High-Trust, High-Performance Culture™

Marks and Spencer Reliance India Pvt. Ltd.

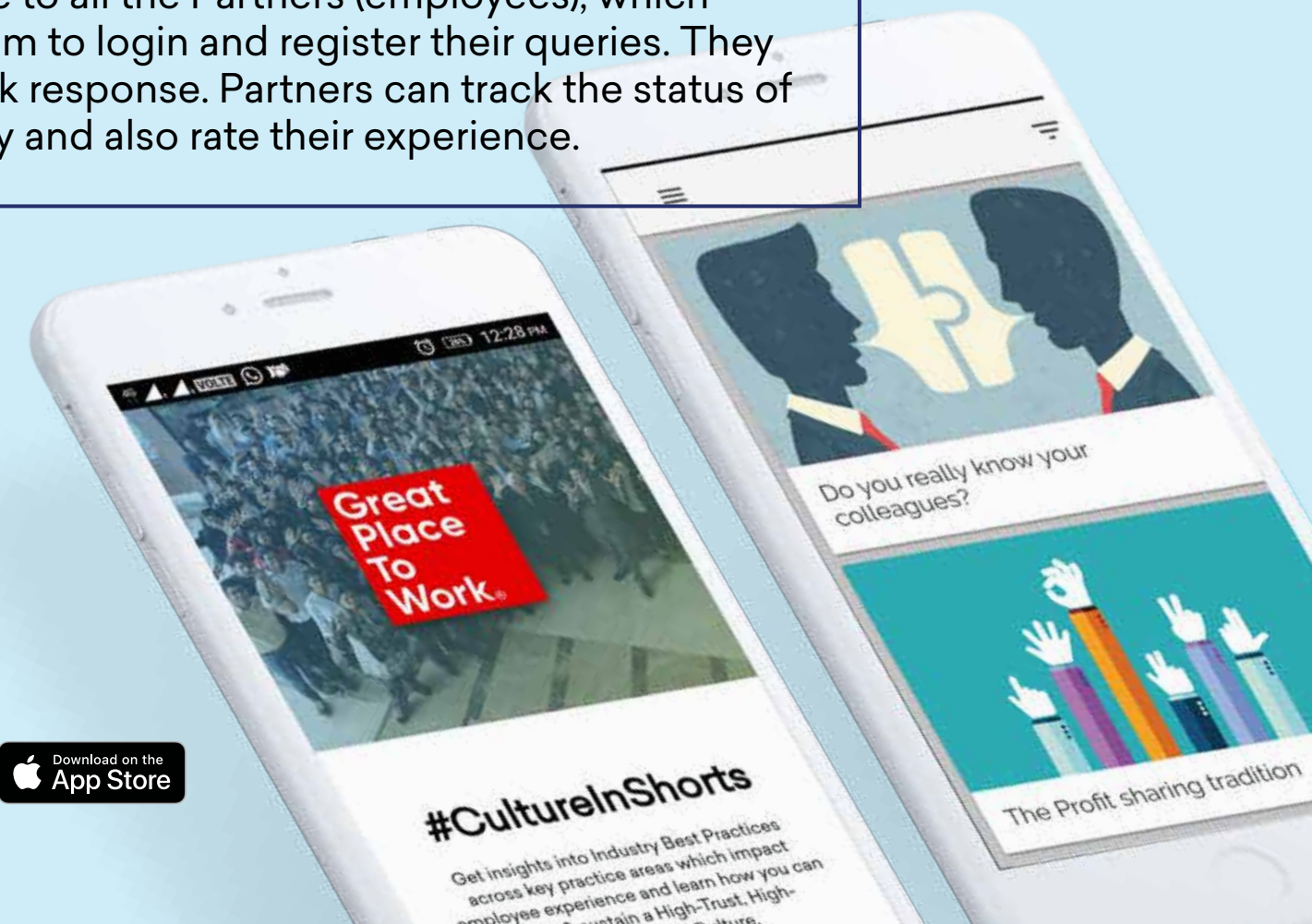
While collaboration most of the times is limited to projects and within teams, great workplaces create a broader understanding of the collaborative culture that is embedded in the overall organizational goals. A culture where people collectively explore ideas to generate solutions that extend beyond the limited vision of a single person. At Marks and Spencer Reliance India, collaboration is a consciously valued organizational component and they have a plethora of initiatives that promote a collaborative work culture. Ranging from Employee Involvement groups with cross representation from functions and stores to Let's Brainstorm Townhall Sessions and implementing the idea of the quarter!

PUMA Sports India Pvt. Ltd.

Puma encourages Style and Sport. They inspire these two elements giving PUMA Style Cards to those who live the brand and are absolutely stylish. In-house style ambassadors are given the right and duty to recognize all the employees who are stylish. The style card is like an award which inspires and encourages employees to live the brand and be stylish.

Tata Starbucks Pvt. Ltd.

Tata Starbucks has launched a mobile app accessible to all the Partners (employees), which allows them to login and register their queries. They get a quick response. Partners can track the status of their query and also rate their experience.



An opportunity to feature amongst

India's BEST WORKPLACES



UNDER 100 EMPLOYEES

Great Place to Work® as a part of its vision to make India a great place to work for all, proudly announces **India's Best Workplaces (Under 100 Employees)™ Certification Program**.

This is the most definitive 'Employer-of-Choice' recognition that organizations aspire to achieve. The Certification is recognized world over by employees and employers alike and is considered the '**Gold Standard**' in identifying and recognizing Great Workplace Cultures.

We at Great Place to Work® understand the importance of creating a strong workplace culture foundation that enables an organization to build and nurture a High-Trust, High-Performance Culture™. With the increasing influence of Small and Medium Industry on the economy and workforce, leaner organizations are playing a leadership role in dramatically improving the day-to-day experience for people by creating great workplaces where everyone can succeed regardless of who they are or what job they perform. Business leaders of these organizations are realizing the significance of incorporating development of the right workplace culture assets as a key component of their business strategy to have a competitive edge.

Why Build a Great Place to Work?

Attract New Talent

Attracting Best Talent is easier when you have been certified. According to our research the retention is also higher in a High-Trust Organization. **As per our research, recognized organizations receive 16% higher number of unsolicited job applications when compared to the rest.**

Grow Your Brand

Brand yourself as a company that cares and where employees aspire to work. We provide the Certified organizations with the marketing resources for internal and external branding, and feature them on our social media platforms positioning the organization as an aspirational Employer Brand.

Grow Bottom Line

Certification tells investors, candidates and vendors that your organization has a culture of Trust. An independent study of shareholder returns of the publicly listed best workplaces by RSM India reveals that best workplaces consistently outperform major stock indices such as BSE Sensex 30, Nifty 50 (CNX Nifty), and returns on bullion i.e gold and silver. In the 2020 study, the best workplaces outperformed major stock indices and yielded more than 7x returns on the initial investment!

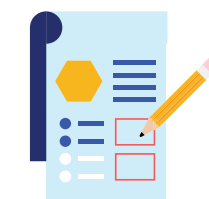
Design the building blocks of a sustainable organization

As you grow, this exercise will help you to create a strong cultural foundation for your business, and design practices that are relevant to your people by based on your business context. You will also have the opportunity to be a part of a community committed to build High-Trust, High-Performance workplaces and opt for access to best practices adopted by best workplaces globally.

Steps of the process



Register for the Great Place to Work® Study by filling in the registration form,



Fill-up the **Culture Brief questionnaire**, highlight your best practices (14 days)



Administer the **Trust Index® survey** for your employees (7 days)



Get certified on meeting the criteria – minimum. 70 positive response in employee survey



Receive the subscribed insights package to help understand your strengths and improvement areas.

To Register: Visit, <https://survey.greatplacetoworkindia.co.in/2022study>

To know more about the Certification Program, you can reach us at BestWorkPlaceUnder100@greatplacetowork.in



ABOUT GREAT PLACE TO WORK® INSTITUTE

Great Place to Work® Institute is the global research and consulting authority on workplace culture, that helps organizations identify, create and sustain High-Trust, High-Performance Culture™ at their workplaces. The Institute has crafted its perspective by learning from great leaders, surveying millions of employees, and examining thousands of best workplaces around the globe. Great Place to Work® believes that all organizations can become great workplaces and hence, highly productive organizations, by fostering trust within the ethos of their culture – referred to as High-Trust, High-Performance Culture™. The Institute serves businesses, non-profits and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great workplaces for over three decades.

Every year, Great Place to Work® Institute partners with more than 10,000 organizations and analyses perspectives representing the voice of over 12 million employees around the world. This helps organizations create and sustain a High-Trust, High-Performance Culture™. In India, the Institute partners with around 1000 organizations annually to work towards the mission of 'Making India a Great Place to Work FOR ALL'. The Institute thrives on sharing insights gleaned from the work done with organizations belonging to all industries and of all sizes. This is done to help organizations become a Great Place to Work® by recognising them through the Great Place to Work® Certification and thorough research-based annual lists of Best Workplaces. The Institutes' proprietary and globally validated framework is considered the 'Gold Standard' in workplace culture assessment and is endorsed by business leaders, academic scholars and government organizations around the world. They have also adopted the Institutes' models and methodology as a valuable way to measure and create great workplaces. The Institute partners with leading media houses like Fortune in the USA and The Economic Times in India to publish its findings.

The Institutes' research shows that great workplaces are characterised by great leadership, consistent employee experience, and sustainable financial performance. These organizations are able to deliver a consistent experience to all their employees irrespective of their role, gender, tenure or level in the organization. Their leaders believe in the vision of creating and sustaining a Great Place to Work FOR ALL and role model being 'FOR ALL' Leaders.



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To start your organization's journey towards creating a great workplace register at <https://survey.greatplacetoworkindia.co.in/2022study>



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