



TOP
WORK
PLACES

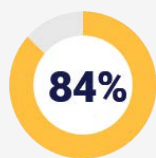
A LEADER'S GUIDE TO TOP WORKPLACES

Build and Brand Your Organization as a Top Employer

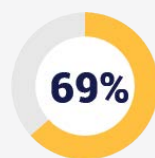
It's a Job Seeker's Market

Nearly **80% of employers report difficulty finding the talent** they need. CEOs say **hiring is their biggest challenge**. And with unemployment near record lows, recruiting talent is more competitive than ever.

Job seekers are selective and they do their homework.



**JOB SEEKERS PRIORITIZE
COMPANY REPUTATION IN
THEIR SEARCH**

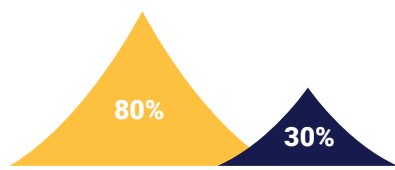


**JOB SEEKERS REJECT OFFERS
FROM COMPANIES WITH BAD
REPUTATIONS**

Sources: Universum, LinkedIn, Withe, 4 Corner Resources

They want proof you are a top employer who reflects their values.

**"The company culture is
clearly communicated
during the hiring process."**



THE PERCEPTION GAP



80% of employers believe



Only 30% of job seekers agree

**While 80% of employers think they convey their
culture well, only 30% of job seekers agree.**

Recent research from the Top Workplaces Lab highlights a critical disconnect that should concern anyone focused on attracting top talent. When asked if company culture is clearly communicated during the hiring process, 80% of employers confidently said yes. Problem is, only 30% of job seekers agreed.

This perception gap presents a significant challenge for company leaders and hiring teams, as job seekers want real proof of your commitment to a people-first culture. Top Workplaces employer recognition provides a credible way to bridge this gap, serving as a mark of excellence that helps your organization stand out in a competitive talent market.

How to Win in the Talent Market



A credible employer brand is everything.

Employer brand is your company's reputation as a place to work and its ability to attract talent that drives growth and success.

Every company has an employer brand. You can let review sites such as Glassdoor shape it for you. Or you can be intentional about crafting an authentic, credible narrative that will attract the right talent for your organization.

Top Workplaces awards make it happen.

Top Workplaces is the nation's most trusted employer recognition program. It's a signal to job seekers – and customers too – that your organization is a great place to work.

Credibility comes from employee feedback.

Other employer recognition programs rely on self-serving essays, a panel of judges – or worse – pay-to-play schemes. Top Workplaces awards are credible because they are based on survey feedback from those who know your organization best: your employees.

Benefits of an Effective Employer Brand

50% Increase in Qualified Candidates

20% Faster Hiring Rate

50% Reduction in Cost-Per-Hire

28% Lower Employee Turnover

Sources: Withe, LinkedIn, Mercer

Position Yourself as an Industry Leader

Stand out and **get noticed on regional and national levels.**
When you participate in Top Workplaces, you align yourself
as a leader of an award-winning employer.

**ONE SURVEY UNLOCKS 80+
TOP WORKPLACES AWARDS**

USA | Regional | Culture Excellence | Industry

Top Workplaces awards are published by prestigious media partners,
including USA TODAY, Monster, The Washington Post, The Boston
Globe, Chicago Tribune, and more.



 **Northwestern Mutual**

"Top Workplaces helps us recruit amazing talent. It's a differentiator that sets us apart from our competition and a critical component of our promotional strategy."

Tom Goris,
Managing Partner



Top Workplaces Is Good for Your Bottom Line

Make sure your company's performance gets noticed.

Top Workplaces leaders understand the value of building a people-first culture, and they also recognize the importance of letting the world know about it. Creating a great culture is just the beginning — promoting it is what makes the real difference.

Irrational Capital, a leading investment research and development firm, has tracked the financial performance of publicly traded Top Workplaces against the S&P 500 since 2006. By the end of 2023, the Top Workplaces Index outperformed the S&P 500 by 50%, demonstrating the financial benefits of an award-winning culture that is recognized by a trusted award program.



The Top Workplaces Index outperformed the S&P 500 by 50%

The **Top Workplaces Index** fund is made up of publicly traded Top Workplaces winners, with high levels of employee engagement.



When We Say Top Workplaces Is Free, We Mean It

We keep the program free to **ensure the awards are based solely on employee feedback**, maintaining credibility and fairness.



The only no-cost employer recognition program. It is free to:

- ✓ **Participate** in Top Workplaces
- ✓ **Survey** your employees
- ✓ **Win** a Top Workplaces award
- ✓ **Receive** a Top Workplaces profile
- ✓ **Get published** as a Top Workplace

Top Workplaces is risk-free and confidential.

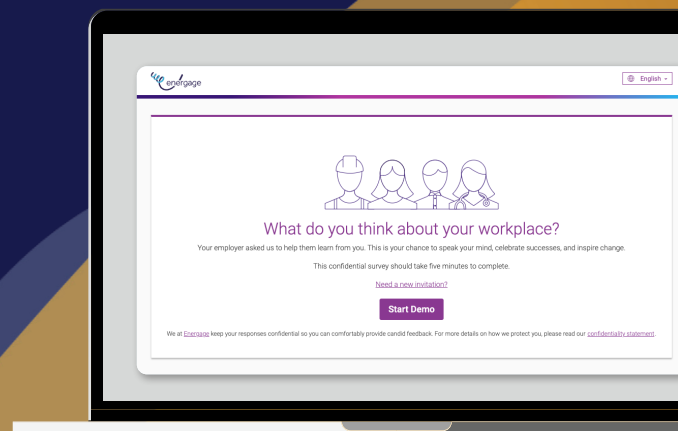
Confidentiality is a priority at Top Workplaces. Your program involvement and survey results remain private, with only the names of winning companies being shared. Participating offers no risks – just opportunities to elevate your reputation and success.



“Top Workplaces helps us identify and continue to build our strong brand. We see a positive impact in attracting candidates and applicants, especially as we continue to broaden our reach.”

Nathan Peirson,
Senior VP of Talent and Experience

It Doesn't Matter if You **Already Have an** **Employee Survey**



The research-backed employee survey used to identify Top Workplaces stands alone or complements an existing one.

When you participate in Top Workplaces, you can enhance employee listening and drive success without fatigue or disruption.

	Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
Emerge enables me to work at my full potential	☐	☐	☐	☐	☐	☒	☐
My manager cares about my concerns	☐	☐	☐	☐	☒	☐	☐
Emerge motivates me to give my very best at work	☐	☐	☐	☐	☐	☐	☒
Meetings at Emerge make good use of my time	☐	☐	☒	☐	☐	☐	☐
I believe Emerge is going in the right direction	☐	☐	☐	☐	☐	☒	☐
I would highly recommend working at Emerge to others	☐	☐	☐	☐	☐	☒	☐
I felt pressured to respond positively to this survey	☐	☒	☐	☐	☐	☐	☐

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[Save and Sign Out](#)

No fatigue or disruption ... and we've got proof.

A recent Top Workplaces Research Lab study revealed that organizations using multiple surveys — whether from different vendors or internal tools — saw these improvements:

- ★ **Higher Response Rates**
averaging 69%
- ★ **Above Average Scores**
Workplace Experience Scores
- ★ **Greater Employee Engagement Level**
with some achieving 81%



“We’re a national organization, so using the same survey to hit multiple Top Workplaces lists was great. We got the feedback and insights we need for our internal perspective and the external Top Workplaces validation.”

Erin Bushnell,
CHRO

Your Top Workplaces support is key.

Lead the charge and position your organization for sustained growth and success. Don't delay – every day you wait risks losing top talent and customers to your competitors.

Don't let your organization fade into the background.
Participate in Top Workplaces today.