



# Is Your Organisation a Great Place to Work?

Empowering Workplace Excellence  
Across the Globe



# Welcome to Great Place To Work

We are dedicated to helping organisations create exceptional workplace cultures that drive success and employee satisfaction.

We believe that the foundation of any successful organisation like yours lies in its people, and our goal is to help you create exceptional workplace cultures that inspire, empower, and drive success.

At Great Place To Work, we understand the profound impact that a positive workplace culture can have on employee engagement, productivity, and overall business performance. That's why we have developed a comprehensive certification process that evaluates and recognizes organisations that have achieved workplace excellence.

Great Place To Work is here to guide and support you on your journey. We invite you to explore the possibilities, discover the benefits, and join us in our mission to help every place become a great place to work for all.



# Why Workplace Culture Matters

Workplace culture is more than just a buzzword; it is a powerful driver of organisational success.

**4%**

Increase in revenue growth, compared to a decline of 1.5% for their peers.

**40%**

Reduction in employee turnover compared to industry averages.

**33%**

Higher on average employee satisfaction score than a non-certified organisation

**25%**

Increase in employee innovation

**87%**

More likely to feel they are a great place to work compared to employees in non-certified organisation

**At Great Place To Work, we have conducted extensive research and surveys that provide compelling data on the impact of workplace culture.**

**Let's explore why workplace culture matters, backed by data from Great Place To Work:**

These data points from Great Place To Work highlight the tangible benefits of investing in workplace culture.

By prioritizing a positive culture, organisations like yours can increase employee satisfaction, reduce turnover, foster innovation, achieve financial success, and create an overall great place to work.

Great Place To Work certification serves as a valuable recognition and validation of an organisation's commitment to creating a workplace that prioritizes its people and drives success.

At Great Place To Work, we are dedicated to helping organisations unlock the full potential of their workplace cultures.

Through our certification process and expertise, we partner with organisations to cultivate exceptional cultures that inspire greatness, drive success, and create environments where employees can thrive.

Join us in harnessing the power of workplace culture and together, let's transform your organisation into a truly great place to work.

# Great Place To Work Global Certification



**Great Place To Work Certification is a prestigious recognition that demonstrates an organisation's commitment to creating an exceptional workplace culture.**

**Our rigorous assessment process evaluates workplace culture through the Great Place To Work Trust Index© survey and Culture Audit©.**

The survey collects anonymous employee feedback, while the audit assesses policies and practices. This comprehensive evaluation ensures a holistic understanding of an organisation's culture.

By pursuing Great Place To Work Certification, organisations like yours demonstrate their dedication to continuous improvement and their willingness to invest in their most valuable asset—their people. The certification process provides valuable insights and guidance for organisations to identify areas for growth and enhancement, allowing them to create an even more exceptional workplace culture.

Join the ranks of certified organisations and experience the transformative benefits it brings.

# Benefits of Great Place To Work Certification

Great Place To Work Certification brings a multitude of benefits to organisations that prioritize and invest in their workplace culture. Here, we highlight the key advantages that organisations can expect to gain through certification.

## Positive Business Outcomes:

Certification is associated with improved financial performance, innovation, productivity, and adaptability.

## Increased Employee Engagement:

Certification drives higher levels of employee engagement by fostering trust, collaboration, and a sense of purpose.

## Enhanced Employer Brand:

Certification enhances an organisation's employer brand, attracting top talent and setting it apart as an employer of choice.

## Higher Customer Satisfaction:

A positive workplace culture improves customer satisfaction through engaged and satisfied employees.

## Improved Retention Rates:

Certification leads to reduced employee turnover and higher retention rates, saving on recruitment costs.

## Attraction of Top Talent:

Certification serves as a beacon for top talent, highlighting an exceptional workplace culture.



By achieving Great Place To Work Certification, organisations unlock a range of benefits that directly contribute to their overall success.

The certification validates an organisation's commitment to creating an exceptional workplace culture that attracts and retains top talent, enhances customer experiences, and drives positive business outcomes.

Join the community of Great Place To Work-certified organisations and experience the transformative power of workplace excellence.

Elevate your employee engagement, strengthen your employer brand, and position your organisation for sustained success in a rapidly evolving business landscape.



# The Assessment Process

These process provides organisations like yours with valuable insights into your workplace culture, enabling you to identify strengths and areas for improvement. In this section, we provide a detailed overview of the assessment process, which includes the employee survey, culture audit, and analysis of results.

The assessment process conducted by Great Place To Work follows robust methodologies and standards. It ensures a comprehensive evaluation of an organisation's workplace culture, providing organisations with a clear understanding of their current state and actionable recommendations for improvement.

It is not a one-time evaluation but a continuous journey of improvement. The insights gained from the assessment process serve as a foundation for organisations to develop strategies, programs, and initiatives that enhance their workplace culture and further engage their employees.

**Employee Survey:** The foundation of the assessment process is the Great Place To Work Trust Index® survey. This anonymous survey gathers feedback from employees across the organisation. It measures various dimensions of workplace culture, including trust, credibility, fairness, pride, and camaraderie. The survey questions are designed to capture the employees' perceptions and experiences, giving organisations a comprehensive understanding of their culture from the employees' perspective.

**Culture Audit:** In addition to the employee survey, the assessment process includes a Culture Audit®. This audit evaluates the organisation's policies, practices, and programs. It examines areas such as leadership, communication, benefits, work-life balance, and diversity and inclusion initiatives. The Culture Audit ensures an assessment of the organisation's alignment between stated values and actual practices, providing a holistic view of the workplace culture.

**Analysis of Results:** Once the employee survey and Culture Audit are complete, Great Place To Work's experienced professionals analyze the data and results. They use their expertise and knowledge of industry best practices to interpret the findings and provide valuable insights to the organisation. The analysis helps organizations understand their strengths and areas for improvement, guiding them in their journey toward enhancing their workplace culture.

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By participating, organisations demonstrate their commitment to creating an exceptional workplace culture that fosters trust, collaboration, and employee well-being. They gain valuable insights that help shape their future initiatives, leading to a continuous cycle of improvement and growth.

Join Great Place To Work in the assessment process and leverage the expertise and insights to enhance your workplace culture. Together, let's create a great place to work that drives employee engagement, organisational success, and a thriving work environment.

# Case Studies

Real-life case studies of organisations that have undergone the Great Place To Work certification process exemplify the transformative power of prioritizing workplace culture.



## PROVIDUSBANK

**Providus Bank, a leading financial institution in Nigeria, is committed to creating a workplace that fosters employee pride, safety, and a sense of belonging. Recognizing the value of a positive work environment, Providus Bank pursued Great Place To Work certification to validate its efforts and enhance its employee experience.**

**An impressive 96% of Providus Bank employees expressed pride in telling others about their workplace. This high level of pride reflects a strong sense of loyalty and satisfaction among employees, contributing to a positive organisational culture.**

## Interswitch

**Interswitch Group, a leading technology-driven company in Africa, embarked on a journey to create a workplace culture that empowers its employees and fosters a sense of pride and belonging. Recognizing the importance of nurturing a positive work environment, Interswitch pursued Great Place To Work certification to benchmark its efforts and gain valuable insights for continuous improvement.**

**An overwhelming 90% of Interswitch employees feel a sense of pride when they look at what they accomplish at work. For them, work is seen beyond the 9-5 hours they put in; work at Interswitch defines their essence. This level of pride serves as a powerful endorsement for the organisation and attracts top talent seeking a supportive and rewarding work environment.**

## Key Takeaways:

The lessons learned from these case studies inspire organisations like yours to take a proactive approach to their workplace culture. By leveraging the insights gained from the assessment process, organisations can create tailored strategies to foster trust, collaboration, and employee growth. Great Place To Work certification is a testament to an organisation's commitment to creating a workplace where employees thrive and contribute to the organisation's overall success.



# The Global Standard on Workplace Culture

Business leaders, research institutions, and the public all rely on the Great Place to Work® Trust Model© as the definitive standard of what it means to be a great workplace. Our annual research represents more than 12 million employees from thousands of organisations of varying sizes, industries, maturity levels, and structures in over 100 countries.

In our over 30 years of research, we have found that people experience a great workplace when they consistently:

**Trust the people they work for** (assessed through employee perceptions of Credibility, Respect, and Fairness, described below); **Have Pride in what they do**; and **Experience Camaraderie with their colleagues**.

The Trust Model© consists of these five dimensions:

**1 Trust: Credibility**  
Employees see management as credible (believable, trustworthy); assesses employees' perceptions of management's communication practices, competence, and integrity.

**2 Trust: Fairness**  
Employees believe management practices and policies are fair; assesses the equity, impartiality, and justice employees experience in the workplace.

**3 Trust: Respect**  
Employees feel respected by management; assesses employees' perceptions of professional support, collaboration and involvement in decisions, and the level of care management shows for employees as people.



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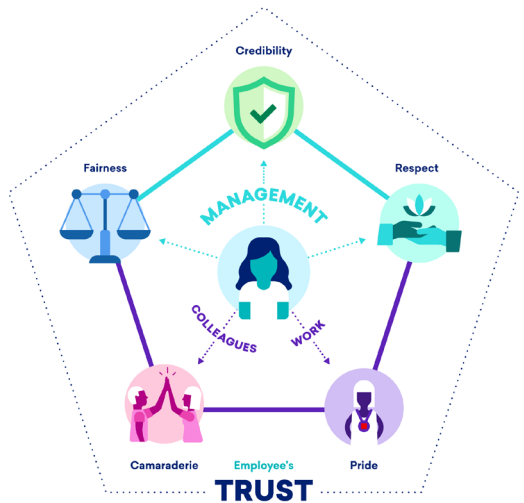
### Camaraderie

Assesses whether employees believe their company is a strong community where colleagues are friendly, supportive, and welcoming.

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### Pride

Assesses how employees feel about their own individual impact through their work, their pride in the work of their team, and their pride in the company overall.



## The Manager's View

From the manager's perspective, a great workplace is one where managers:

Achieve organizational objectives; With employees who give their personal best; and Work together as a team/family in an environment of trust.

Through our work, we've identified the nine areas where leader and manager actions, behaviors, and communications have the greatest impact on the level of trust in an organisation. They are:

#### Hiring

Hiring practices ensure new employees fit into the culture and are welcomed.

#### Inspiring

Employees see how they contribute to the company's higher purpose.

#### Speaking

Leaders provide information honestly and transparently.

#### Listening

Leaders are accessible and actively seek employee input.

#### Thanking

Employees are appreciated regularly for their work.

#### Developing

Leaders help employees to grow professionally and personally.

#### Caring

Employees are supported as people with lives outside of work, especially in times of need; workplace is inclusive and embraces diversity; benefits are meaningful and distinctive.

#### Celebrating

Organizational and team successes are regularly celebrated.

#### Sharing

Rewards of mutual efforts are shared equitably with all who helped produce the results.

# Award-Winning Organisations

The success stories of these organisations should inspire others like yours to follow suit, embracing the Great Place To Work model and striving for continuous improvement.

By leveraging the insights and best practices from these award-winning organisations, other organisations like yours can embark on their own journey towards creating a great workplace culture.

Join Great Place To Work and the esteemed rank of award-winning organisations to unlock the full potential of your workplace culture. Elevate your leadership, employee engagement, and inclusivity efforts to achieve workplace greatness, enriching the lives of your employees and propelling your organisation to even greater heights





# Partnering with Great Place To Work

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Thank you for taking the time to explore the transformative power of workplace culture and the opportunities that Great Place To Work Certification offers. To begin your journey towards workplace excellence and to partner with us, please find our contact information below:

Phone: **+234 810 437 3764**

Email: **[NG\\_info@greatplacetowork.com](mailto:NG_info@greatplacetowork.com)**

Website: **[greatplacetowork.com.ng](http://greatplacetowork.com.ng)**

At Great Place To Work, we are passionate about helping organisations like yours create exceptional workplace cultures that drive success and elevate employee experiences. Our team of experts is ready to guide you through the certification process, provide valuable insights, and support you in building a workplace where employees thrive and contribute their best.

Invest in your organisation's success by prioritizing workplace culture. Achieve Great Place To Work Certification and unlock the tremendous benefits it brings—increased employee engagement, enhanced employer brand, improved retention rates, and higher customer satisfaction.

Remember, creating a great place to work is not just a goal; it's a journey of continuous improvement and growth. Partner with Great Place To Work today, and together, let's create a workplace culture that inspires greatness, drives success, and makes a lasting positive impact on your organisation and its people.

Thank you for your interest in Great Place To Work. We look forward to partnering with you and celebrating your organisation's success as a certified Great Place To Work!

# Get Certified Webinar

Are you ready to transform your workplace into an exceptional haven for employees?

Do you want to be recognized as a leading organisation that fosters a culture of trust, collaboration, and innovation?

Look no further! Join us for an enlightening journey as we delve into the world of **Great Place To Work Certification**, where we unveil the power of being certified as a Great Place To Work and the remarkable benefits it brings to your organization.

This webinar is your gateway to unlocking the secrets that top-performing companies employ to create an engaged, motivated, and fulfilled workforce.

Visit the event page on our website for the next webinar date.

See you soon.

**#GetCertified**

# Great Conversations With Great Leaders

Are you ready to unlock the secrets of workplace excellence?

Join us for our "**Great Conversations with Great Leaders**," a captivating monthly webinar series hosted by brilliant Great Place To Work consultants, where they engage in thought-provoking discussions with renowned industry leaders.

Discover valuable insights, strategies, and best practices to create an exceptional workplace culture, foster strong leadership, and elevate employee experiences.

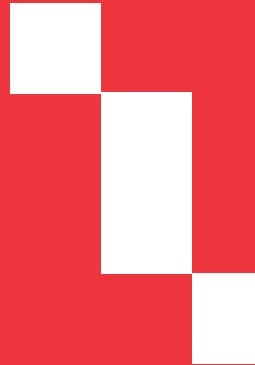
Don't miss out on this opportunity to learn from the best. Visit the event page on our website for the next webinar date.  
See you soon.

**#GreatConversations**



"Culture is the invisible thread that weaves together the hearts and minds of employees, inspiring them to work as a united force towards shared goals."

- Unknown



# Thank You.