



Information for employees on the Great Place to Work[®] survey

Have you ever thought about what distinguishes successful organizations from other organizations? Good products and a great brand play an important role. Equally crucial is, however, a very good workplace culture. We, at Great Place to Work[®], consider a very good workplace culture to be the one where managers and employees work together in a spirit of trust, are proud of their joint achievements and enjoy working with their colleagues. A very good workplace culture does not emerge on its own; rather, it must be developed and nurtured regularly.

Your employer would also like to follow the path of developing the workplace culture of your organization and has, thus, commissioned us, Great Place to Work[®], to conduct a survey. In this way, you have the opportunity to provide anonymous feedback on the workplace culture of your company and participate in the further development of important aspects of your workplace culture such as leadership, communication or cooperation.

Every survey depends on participation – after all, the results should be as meaningful and representative as possible. We would therefore like to invite you to participate and inform you about all important aspects of the survey.

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Great Place to Work[®]

Great Place to Work[®] supports companies worldwide in developing a successful workplace culture and therefore their competitiveness. The international institute certifies organizations and companies of all sectors and sizes on the basis of a representative and anonymous employee survey. Surveys are conducted annually in 170 countries worldwide with more than 20 million employees from 18,000 companies. With over 60 locations, Great Place to Work[®] is an internationally leading, benchmark-based authority in the analysis, further development and visualization of employer attractiveness. An employee-oriented culture increases application rates, retains employees and demonstrably increases corporate success.

Every year, particularly excellent employers are also recognized for their performance internationally, nationally, regionally and in specific sectors as "Best Employers". In Germany alone, Great Place to Work[®] accompanied more than 1,000 companies of all sectors and sizes this year.

The German institute, based in Cologne, was founded in 2002 and currently employs around 100 people. It was founded on the initiative of the European Commission as part of the Lisbon Agenda and the aim was to create a credible instrument for the development and recognition of an effective workplace culture as part of the sustainability strategy.

The questionnaire

The questionnaire is based on the Great Place to Work® model, which was developed according to scientific standards. It covers both day-to-day work and higher-level aspects such as credibility, respect, fairness, pride and team spirit:

- **Credibility:** Do you experience the managers as trustworthy, competent and with integrity? How transparent are decisions made by the executives?
- **Respect:** How do you rate the facilities in your workplace and the support for your professional development? How caring is your organization towards the employees and how involved are you in the process of in decision-making?
- **Fairness:** Are the employees treated fairly regardless of their position? Is there adequate remuneration? Is the working environment free of discrimination and preferential treatment of individual groups?
- **Pride:** Do you identify with your organization and would you recommend it to others (such as friends or family) as an employer? How would you evaluate the motivation of the employees?
- **Team spirit:** Is there a friendly working atmosphere in which you feel welcome as a new colleague? How do you find the cooperation within your team?

Responses are collected through three different methods:

- Statements that you can rate using predetermined response categories,
- Open-ended questions where you can freely formulate your opinion,
- and questions about demographics (e.g., age group or gender).

The basic rule is that all information in the questionnaire – including demographic characteristics such as age group or gender – is voluntary. You therefore do not have to answer all the questions.

Procedure of the survey

The survey is conducted as an online survey and is completed on an internet-enabled device (smartphone, tablet, computer). The invitation is sent by e-mail or letter.

- If you are invited by e-mail, you will receive an individual link to your questionnaire in your invitation e-mail.
- If you are invited by code letter, you will receive a letter with your individual access code, which you can use to access your online questionnaire.

The evaluation is carried out exclusively by us. We provide your organization with the results of the survey for the organization as a whole and – if ordered – for individual organizational units and/or sites. The decision on whether to differentiate by organizational unit is made by the client prior to the start of the survey. Further information on the survey methodology and Great Place to Work® can be found [here](#).

Ensuring confidentiality and data protection

It goes without saying that we comply with data protection regulations when preparing and conducting our surveys. We are particularly concerned to ensure absolute confidentiality during the survey. This is guaranteed by the fact that we only use summarized statements from the completed questionnaires of at least five participants in the evaluation. This means that if fewer than five people in a team or sociodemographic group (for example, an age group) have participated, no results are calculated for this team or group. This so-called "evaluation block" ensures that no conclusions can be drawn about individual persons from the responses, thus ensuring anonymity and data protection of the individual participants.

All completed questionnaires and raw data remain with us and are not handed over to the ordering organization. Your organization only receives the results from us.

Please also note the following information:

For both the invitation by e-mail and code letter, the questionnaire is processed via an encrypted connection. The answers are stored on a server to which your organization has no access. At no time can a connection be made between an e-mail address and the individual information in the questionnaire.

We guarantee that the survey results will be treated as strictly confidential and that your (personal) data will only be processed in accordance with the General Data Protection Regulation (DPA). In addition, we ensure technical and organizational compliance with the provisions of the DPA. Furthermore, employees of your organization will not have access to the completed questionnaires at any time.