



# Great Place to Work<sup>®</sup> Certification<sup>™</sup>

Now more than ever, it's critical for organizations to focus on their people. Competition for top talent is at an all-time high, employee expectations are evolving, and the nature of our workplaces has been forever changed.

As leaders in culture, UKG is committed to helping companies realize what's possible when they invest in their people. Unlike traditional human capital management (HCM) vendors, we deliver both the technology organizations need to create a great workplace and the experts in building workplace cultures For All<sup>™</sup>.

Great  
Place  
To  
Work<sup>®</sup>



## Become a Great Place to Work-Certified<sup>™</sup> Company



### Boost employee engagement and pride to drive retention

Employees' pride in their company and the work they do is one of the strongest drivers of overall satisfaction in the workplace.



### Discover your culture strengths and opportunities

Get the data and insights you need to make more strategic business decisions, improve the employee experience, and build a great place to work for all.



### Elevate your employer brand

Certification is the first step to being considered for national recognition on our Best Workplaces<sup>™</sup> lists.

## Three steps to Certification

Great Place to Work Certification is the most recognized workplace culture and employee experience distinction available to employers today. Certification is valid for 12 months and gives you the opportunity to:

1. Survey your employees using the Trust Index™ survey
2. Complete our Culture Brief,™ a company questionnaire
3. Meet the scores and participation thresholds to earn your Great Place to Work Certification

## Celebrate and promote your Certification!

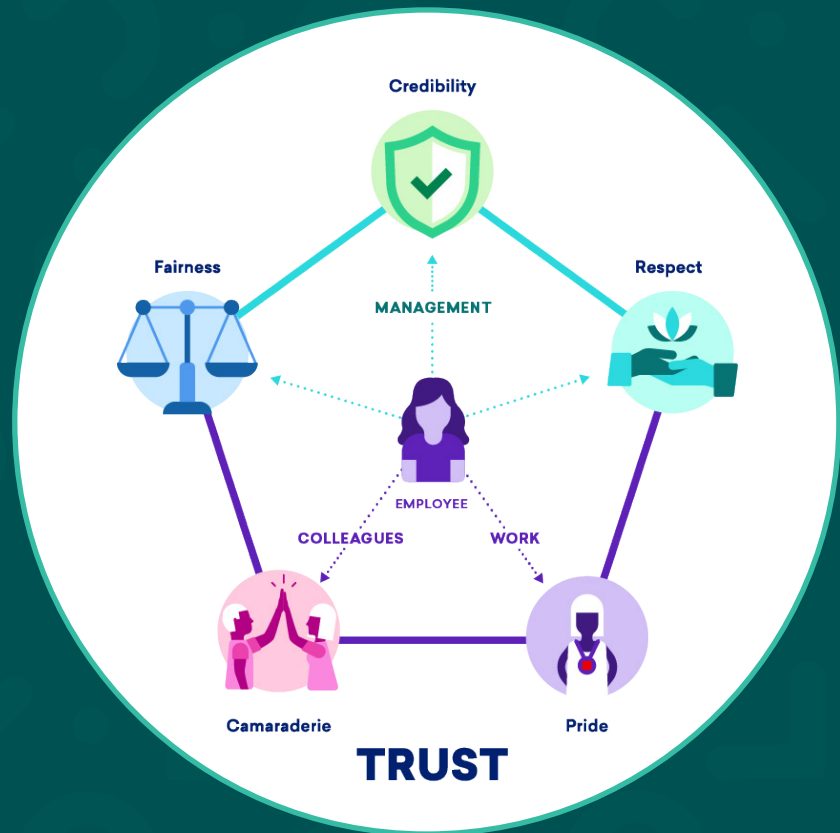
Certification distinguishes companies that have created an exceptional workplace for their people and helps them stand out in a crowded job market. As a Certified company, you get a:

- Complete marketing and press kit, including a social media tool kit, celebration swag, and more
- Custom Certification badge
- Featured Certified company profile on [greatplacetowork.com](https://www.greatplacetowork.com)
- Chance to participate in Certification Nation Day

# Your culture is defined by your people

Our flagship Trust Index™ survey measures what matters: employee experience. It's informed by 30 years of research that shows people experience a great workplace when they consistently:

- Trust the leaders they work for
- Have pride in what they do
- Enjoy the people they work with



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