

Background and methodology

It is our mission

*to build a better society
by helping companies
transform their
workplaces.*

Great Place to Work® Institute has been identifying and researching great workplaces for 25 years. It started with a book on the “100 Best Companies to Work for in America” and we now carry out annual studies of the Best Workplaces in 30 countries worldwide. In Europe we have offices in 15 countries.

Since 2003, Great Place to Work® Institute has been publishing an annual list of the 100 Best Workplaces in Europe. The first European list was supported by the European Commission, who wanted to encourage the European business community to strive to create great workplaces that would improve people’s quality of life, while developing a sustainable competitiveness for European industry. After the publication of the first European list in 2003, Great Place to Work® Institute decided to continue the research and build up a European network of Institutes.

The list of the 100 Best Workplaces in Europe is based on the 15 national Best Workplaces studies all around Europe. Participants in any of these national studies are evaluated with the same basic methodology of combining the results from the employee survey Trust Index® and the management survey Culture Audit®. The opinion of the employees is the most important element of the evaluation, accounting for 2/3 of the total score, with the management survey accounting for the last 1/3.

The methodology of the Best Workplaces study derives from the Great Place to Work® Model® and more than 25 years of research conducted by Robert Levering, Milton Moskowitz and other researchers from the Great Place to Work® Institute. The definition of a great place to work is a place where the employees:

Trust the people they work for, have pride in what they do, and enjoy the people they work with.

This definition is translated into the five-dimensional Great Place to Work® Model®, where three dimensions - Credibility, Respect and Fairness - refer to the concept of trust. A fourth dimension - Pride - refers to the sense of pride in what you do and the fifth dimension, Camaraderie, considers the extent to which you enjoy the people you work with.

The employee survey Trust Index® is a standardised survey tool developed by the Great Place to Work® Institute Inc. The survey includes 57 statements related to the five dimensions of the Great Place to Work® Model®. The employees respond anonymously to each statement on a scale “almost always untrue”, “often untrue”, “sometimes untrue, sometimes true”, “often true” and “almost always true”. Random samples of all employees - including management - are invited to complete the survey. In organisations with less than 250 employees everybody receive a survey.



The management survey Culture Audit[®] is usually filled out by the HR manager. The Culture Audit[®] is an analysis of the value system, policies and practices that support the working environment and culture in the organisation. The Culture Audit[®] is evaluated based on a standardised methodology developed by Great Place to Work[®] Institute.

The Best Workplaces studies are currently carried out in 30 countries worldwide by local affiliates of Great Place to Work[®] Institute.

To learn more about Great Place to Work[®] Institute and how we can help you create a great workplace within your organisation, please visit us at

www.greatplacetowork-europe.com or contact your local Great Place to Work[®] Institute office:

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