

Setting up your company profile

The profile is intended to strengthen your employer brand

- The profile helps you communicate your excellent workplace culture to the outside world. By being present on our website, your excellent workplace culture will be validated by a trustworthy, external authority. This allows you to successfully differentiate yourself in the employer market and attract the attention of potential candidates.
- The profile allows you to give potential applicants unique insights into the workplace culture of your company and to communicate existing strengths and values. This creates transparency and trust, which increases your attractiveness as an employer.
- On the profile, you can validate your company's existing strengths and values by incorporating data-based results from the Trust Index and feedback from employees. This enables you to convey a credible value proposition.

Formal tips for the creation of your profile

- **Formatting:** Please use concise and informative texts. Keywords are preferable to continuous text.
- **Pictures:** Put the focus on people and workspaces.
- **Important:**
 - Please use a landscape format (1200 x 600 px) for all pictures
 - Only images in PNG or JPEG format can be uploaded
- **Statistics:** Please refer to your Culture Audit™ from the survey for this information.

Important information

- **Timeline:** You arrange an individual publication date with your contact person. On average, you have at least 2 weeks to create your profile. During this time, your profile is offline and only visible to you and Great Place to Work®.
- **Access:** Your access will remain active for 1 year. You can make changes to your profile even after the publication date.
- **Recertification:** If you already have a profile, we recommend that you update it prior to the agreed publication date.

Be inspired by the profiles of other companies.
Examples of completed profiles can be found [here](#).

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How do I set up the profile?

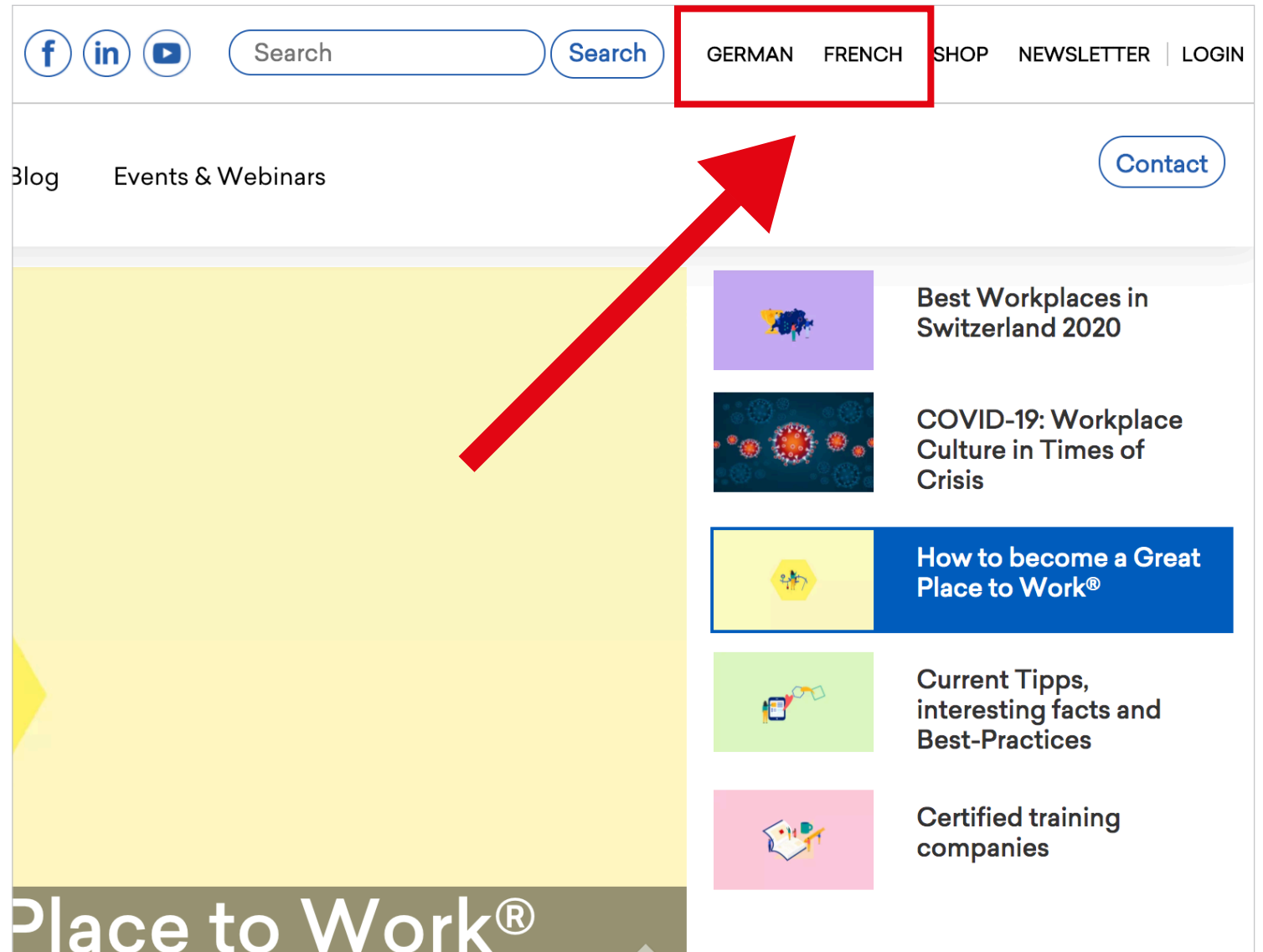
Select language of the profile

You can fill out the profile in English, French and German - or just in the language(s) you desire.

Please note that a separate profile must be created for each language, as they work independently of each other.

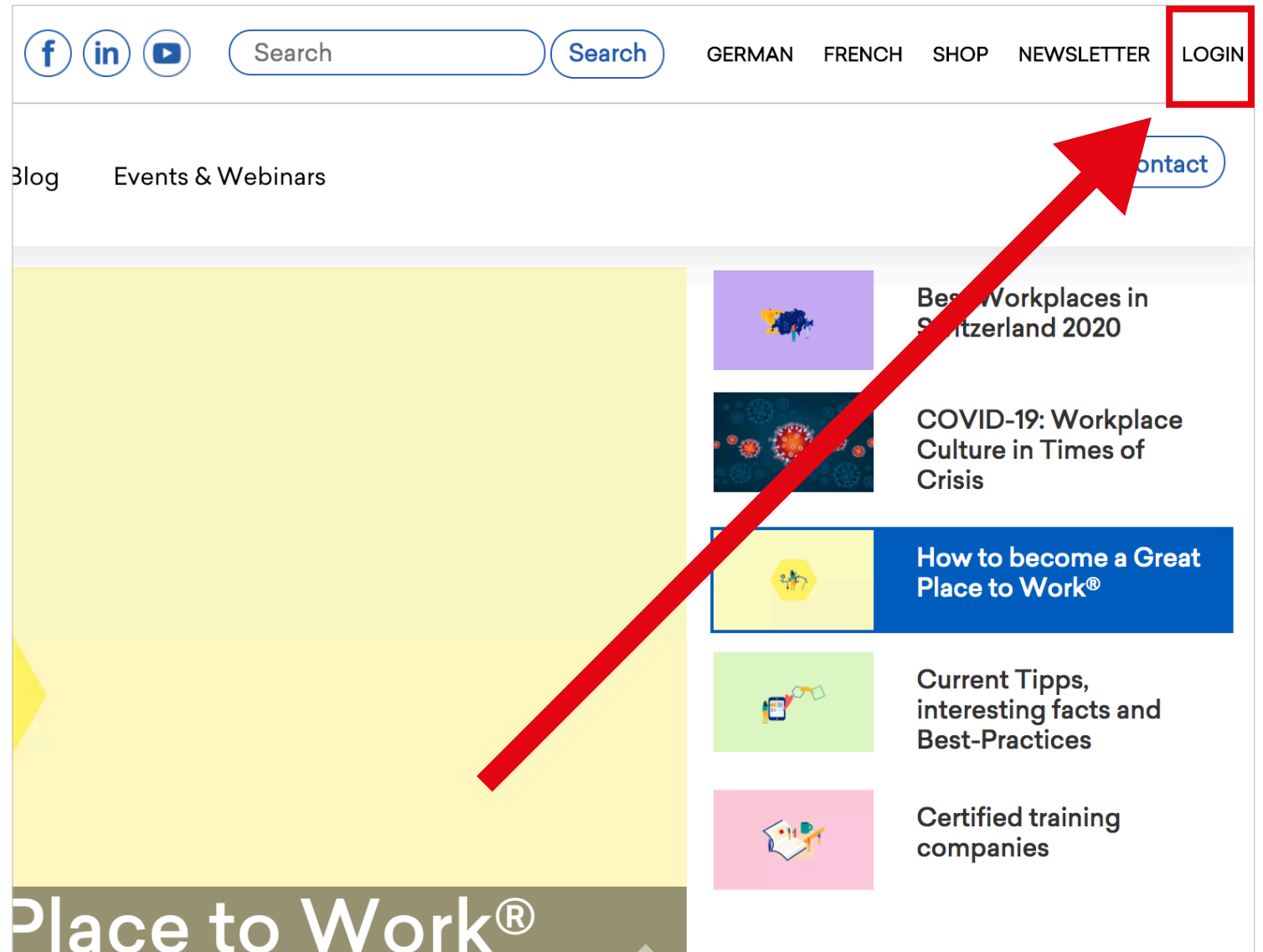
In the top right corner of our [website](#) you can switch between the different language versions.

Hint: For a greater reach, we recommend that you fill out the profile in all languages.



Log on to our website

We have sent you your log-in information by e-mail. Go to www.en.greatplacetowork.ch and log in to the backend in the top right corner.



Fill out your profile

Fill in all the topics you would like to see on your profile.

Please note that for „**Step 1 - Basic Information**“ all fields must be filled in.

Please also note that you can only enter one location here. Therefore, it is preferable to enter the address of your headquarters. You can then add further locations under „**Step 2 - More Information**“.

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Welcome [Fake Profile Administrator](#), You edit **Company XYZ**

BASIC PROFILE

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GREAT PROFILE

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3 Step 3 **Career**

4 Step 4 **Who we are**

5 Step 5

Basic Information

Contact

Company/Organisation name Industry

Company XYZ Profess

Building number and street name

Postal code City/Town

Email Website

www.n

Step 2

Under „**Step 2 - More information**“ you can:

- insert a profile picture
- introduce your company
- insert links to your social media channels (LinkedIn, Facebook, Instagram, YouTube, Twitter and Xing)
- insert a YouTube video
- upload files with additional information that allows a more detailed presentation of the company
- specify further locations of the company

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More Information

Profile picture

Please upload an image that you'd like to use to represent your company.

Datei auswählen

Keine ausgewählt

Let us introduce ourselves

Please introduce your company. Max 1,500 characters including spaces.

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Step 3

Under „**Step 3 - Career**“ you can:

- give tips for potential applicants
- specify your HR contact person/people
- upload a picture of your HR contact person/people

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Basic info

A couple of tips for applicants

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More info

Step 4

Under „**Step 4 - Who we are**“ you can:

- describe what makes your workplace culture stand out
- insert images that illustrate your company culture
- present your unique selling points as an employer (benefits, celebration culture, team events etc.)
- insert pictures of team events, internal celebrations, etc
- insert an employee's comment with a photo of the commenting employee
- insert results from the employee survey
- insert information about your HR measures
- insert pictures of implemented HR measures (e.g. team events, workshops, internal celebrations, etc.)
- insert a comment and picture of the executive management

Important

Please only use landscape format (1200 x 600 px) in PNG or JPEG format for all pictures

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Who we are


What makes us stand out

What makes your workplace culture unique? (max 1,500 characters)

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Images - Who we are

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Step 5

Under „**Step 5 - Statistics**“ you can insert statistics, such as:

- Number of female/male employees
- Number of full/part-time employees
- Average age
- Education levels
- Time with the company

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Statistics

Employee information

Number of female employees

Number of full-time employees

Average age

25 or younger

26 to 35

35 to 44

45 to 55

Highest education level

No school leaver's qualification

Obligatory school leaver's

Step 6

Under „**Step 6 - Jobs**“ you can integrate current job advertisements directly into your profile and link your career website.

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Jobs

Currently no jobs available

add job

Preview

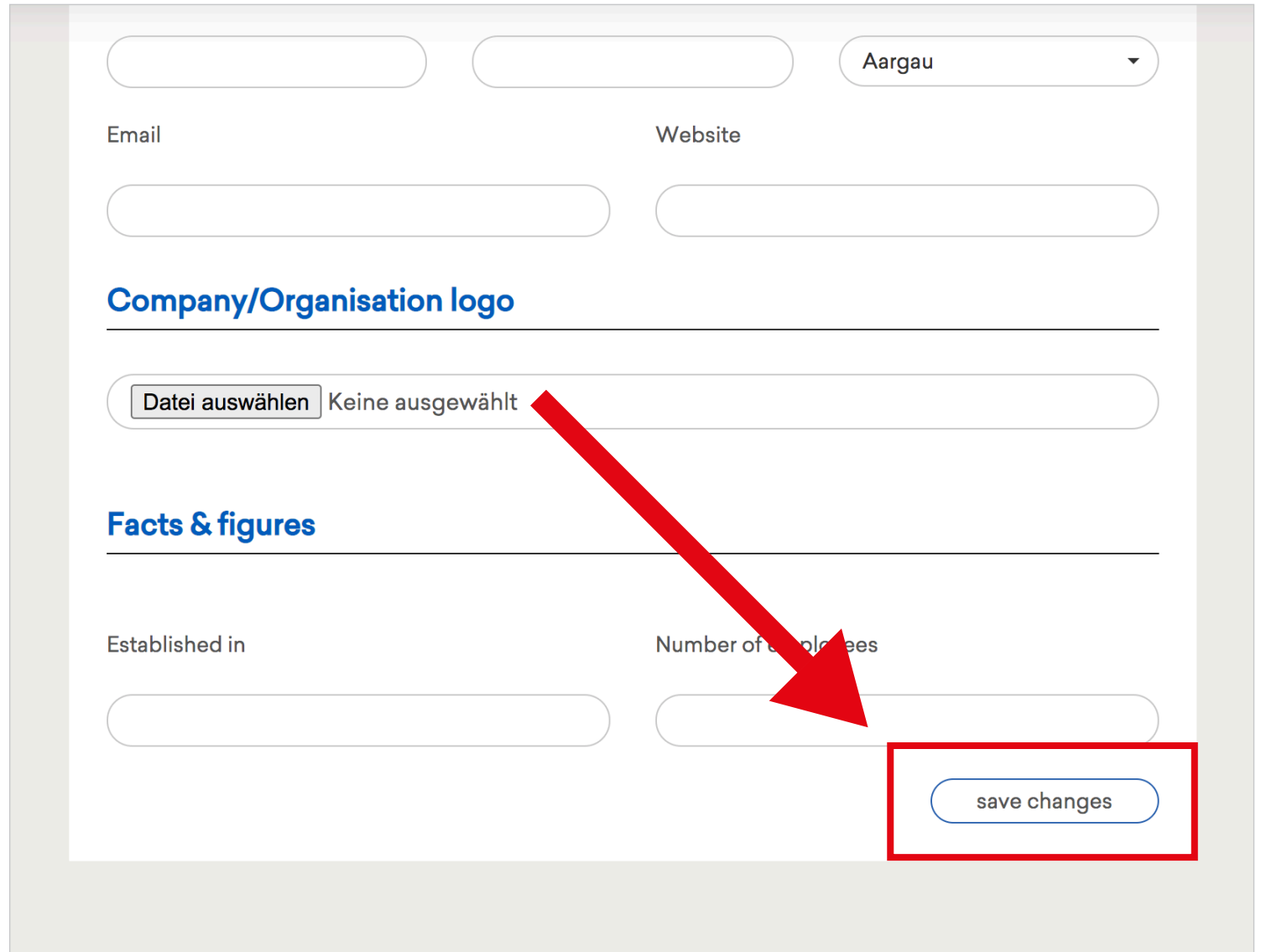
For a preview of your profile, click on „You edit
(your company name)“.

In the preview view you can see how your
profile will look like in the frontend.

The screenshot shows the Great Place to Work profile setup interface. At the top, the Great Place to Work logo is on the left, and a navigation bar contains links: "Our Services", "About Us", "Best Workplaces", "Studies & Reports", "Blog", and "Events & Webinars". Below the navigation bar, a welcome message reads "Welcome Fake Profile Administrator" followed by a link "You edit Company XYZ" which is highlighted with a red box. A red arrow points from the "GREAT PROFILE" button in the left sidebar to this link. The sidebar also features a "BASIC PROFILE" button and a progress indicator with five steps: "Step 1 Basic Information" (active), "Step 2 More Information", "Step 3 Career", "Step 4 Who we are", and "Step 5". The main content area is titled "Basic Information" and "Contact", and contains form fields for "Company/Organisation name" (filled with "Company XYZ"), "Industry" (filled with "Profess"), "Building number and street name", "Postal code", "City/Town", "Email", and "Website" (filled with "www.n").

Save Changes

Make sure to continuously save all changes you make to the profile.



The screenshot shows a web form for updating a company profile. At the top, there are three input fields: two empty text boxes and a dropdown menu currently set to 'Aargau'. Below these are fields for 'Email' and 'Website', both empty. A section titled 'Company/Organisation logo' follows, with a button 'Datei auswählen' and the text 'Keine ausgewählt'. The next section is 'Facts & figures', containing 'Established in' and 'Number of employees' fields, both empty. A large red arrow points from the 'Datei auswählen' button area down to the 'save changes' button, which is highlighted with a red rectangular border at the bottom right of the form.

Email Website

Company/Organisation logo

Keine ausgewählt

Facts & figures

Established in Number of employees

Inserting images under „Step 4 - Who we are“

Under „Step 4 - Who we are“ you can use images and text to represent your company. Please note that it is not possible to solely upload images. If you want to upload images, they must always be accompanied by a text in the text field above.

When uploading images, make sure that you can only upload .jpg or .png files.

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Who we are

What makes us stand out
What makes your workplace culture unique? (max 1,500 characters)

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IPG employees: qualified and motivated from the start


We owe our success to our employees. They are all characterised by qualified training, analytical and conceptual thinking, and an above-average willingness to perform.

We value diversity in our company. All employees speak several foreign languages and have completed higher technical or university education. We train young talents internally as IAM experts.


To prevent the job from ever becoming routine, we value continuous training.

Images - Who we are


Please upload at least 3 images that illustrate your company culture.



Delete image?



Delete image?



Delete image?

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Deleting images


In the subject areas where you can only upload one image, you can simply upload a new picture. This is then automatically used as the current image. In the subject areas where you can upload multiple images (as shown on the right), click on the „Delete image?“ button under the image you want to delete.

If you have accidentally uploaded a wrong file format (not .jpg or .png format), you cannot delete it in the backend. In this case, please contact your contact person at Great Place to Work®.


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Images - Who we are


Please upload at least 3 images that illustrate your company culture.



Delete image?



Delete image?



Delete image?

Dateien auswählen

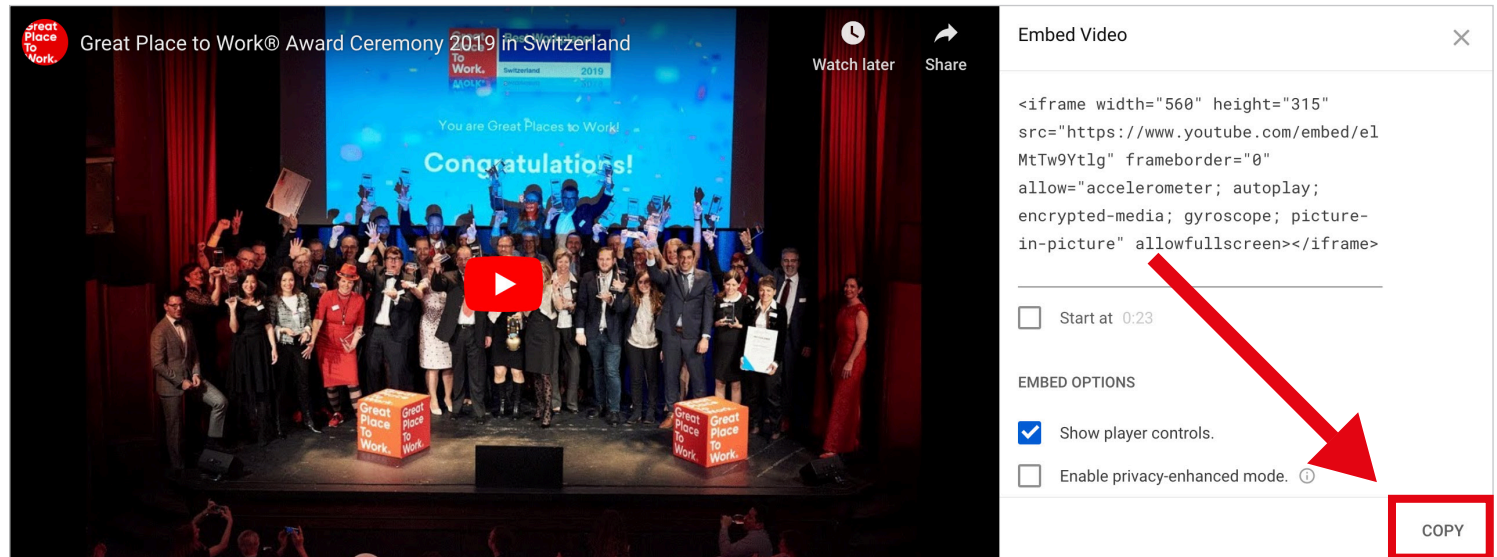
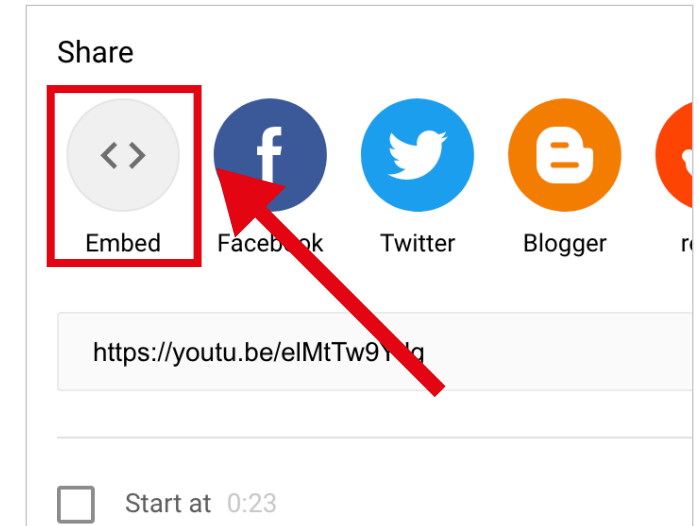
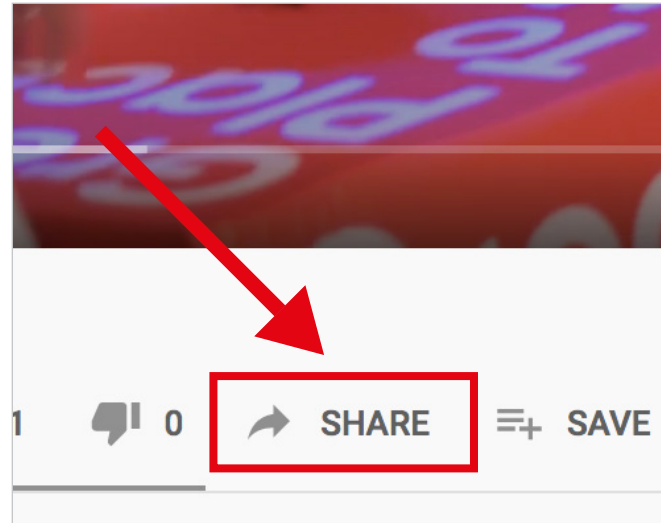
Keine ausgewählt

What drives us

Please write a little about what makes you stand out as an employer (e.g. benefits, celebration culture, team events...) (max 1,500 characters)

Inserting a YouTube Video

Under „**Step 2 - More Information**“ you can insert a YouTube video. Make sure that you do not insert the usual URL link, but an „Embed-Code“. You can find this by clicking on „SHARE“ under the title of the desired YouTube video and then on „Embed“. A window will then open with the „Embed-Code“. Click on „Copy“ at the bottom right and then paste it to your profile.




Inserting Social Media Accounts & Links

Under „**Step 2 - More Information**“ you can add links to your social media accounts (Facebook, LinkedIn, Twitter, Xing, YouTube and Instagram) in the „Social Media“ section. These will then be displayed as icons on your profile (see picture on the upper right).

If you insert a link to your Facebook profile, it will automatically display it as a stream further down on your profile (see picture on the bottom right).


Amgen (Europe) GmbH

Sector	Biotechnology & Pharmaceuticals
Location:	Rotkreuz
Established in	1989
Employees	220
Website	www.amgen.com

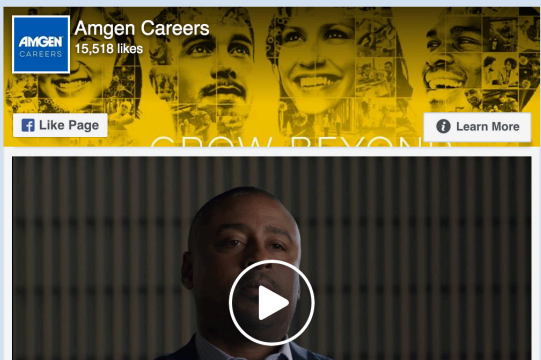


We introduce ourselves

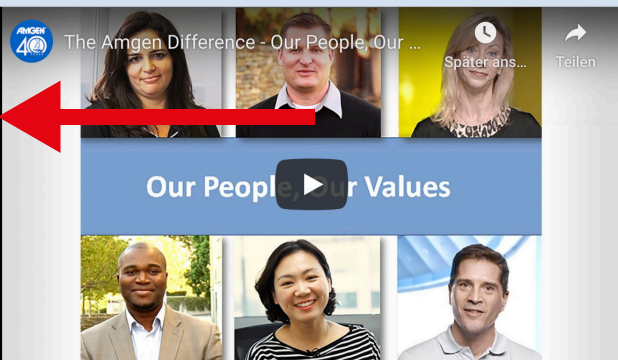
Amgen (Nasdaq: AMGN) is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing



Follow Amgen (Europe) GmbH



Media



Insertion of the certification logo

The certification logo visible on your profile will be inserted or updated by Great Place to Work® on the agreed upon publication date.

Certified

estate companies, with 175 of the country's important and Olten as well as at our positioning our real estate business premises in first-rate extensive renovation work, thus for our customers and costs for owners and action of the environmental consumption as well as CO2



Awards

Best Workplaces in Switzerland 2020 - Medium (50-249 employees)

Rank 8



Certified Employers 2019 - December



Any more questions?
Feel free to get in touch with your
contact person at any time!