

Workplace culture as competitive advantage

Insights from the Best Workplaces™ in Switzerland 2022

May 2022

Management Summary

- For the Best Workplaces™ in Switzerland 2022, we collaborated with 220 organizations and surveyed more than 34'000 employees. 51 of those organizations were awarded as Best Workplaces™.
- 81% of the employees at Best Workplaces™ confirm the excellent workplace culture at their organization. This is 20% higher as in the representative Swiss benchmark.
- The most important drivers for employee engagement were again the pride in the work they do and the direct communication with the management. Working in an emotionally and psychologically safe place to work has increased in importance. Authentic, honest and respectful interactions from managers has become much more important than in the past.
- The Best Workplaces™ in Switzerland are also great workplace for all their employees and not just for the higher management levels. This differentiates them clearly from the average Swiss organization.
- Consequently, the awarded organizations are able to leverage their employees as brand ambassadors and reduce fluctuation through increased loyalty.

Best Workplaces™ Cycle 2022

Selection of Best Workplaces™

- 34'250 employees surveyed
- 51 organizations awarded as Best Workplaces™
- Collaboration with 220 organizations

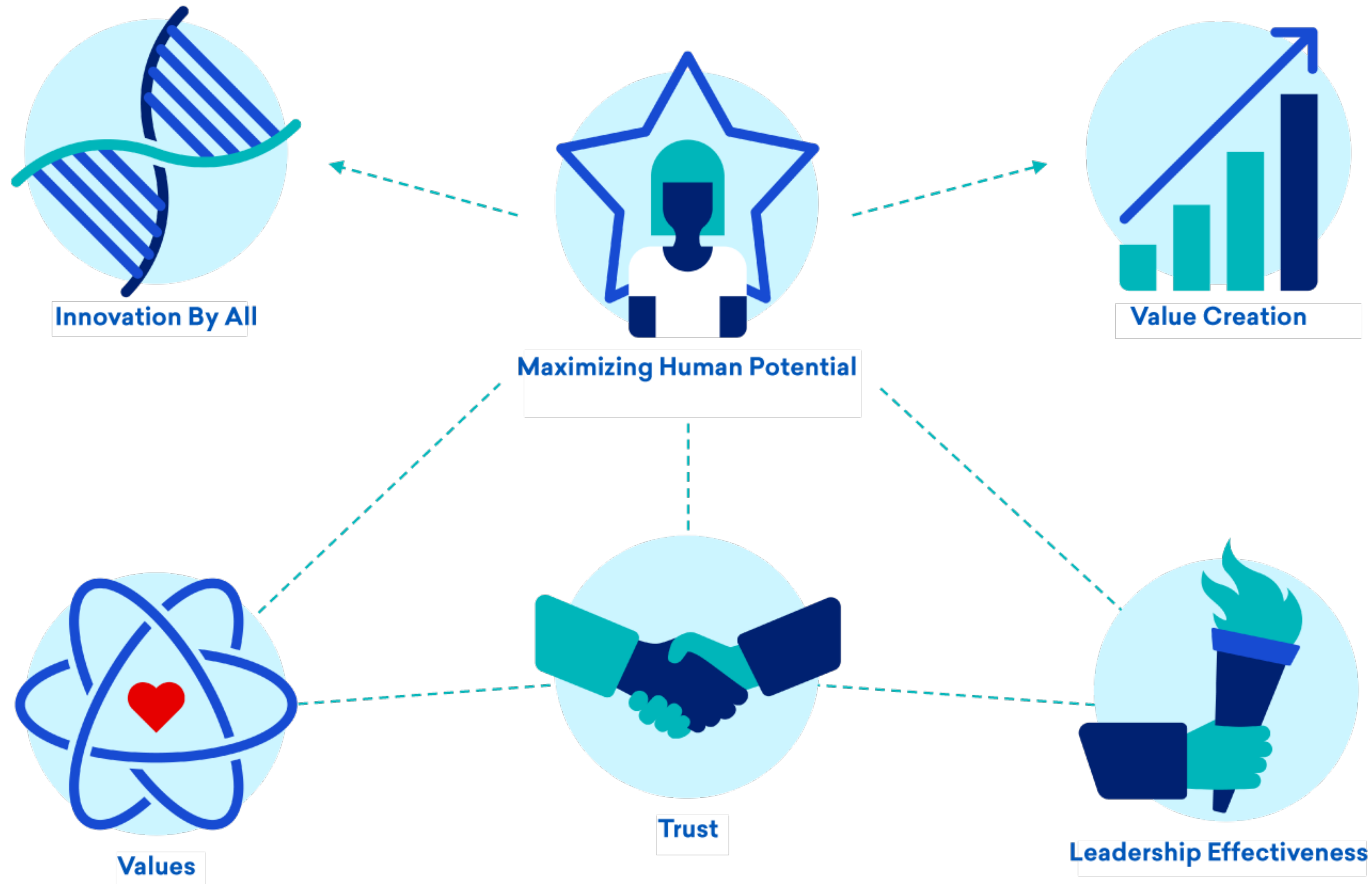
Our Data Pool

Great Place to Work has the privilege to work with a wide array of organizations. We literally survey the world: Since 1992, we have surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace. Every year, more than 11 million employees from 10'000 organizations in over 90 countries are surveyed.

In Switzerland, we collaborated with 220 organizations with more than 34'000 employees. They range from small organizations with 10 employees up to multi-national corporations with tens of thousands of employees. Literally every industry is represented from Pharma and Biotech over IT, Finance and Engineering to Social, Healthcare and Governmental institutions.

Not only is this there growing number of organizations that attach importance to a great workplace culture. Also, the quality of level of employee engagement is on an all-time high despite all pandemic and economic challenges. 51 of those organizations have proven to be exceptional employers and were therefore awarded as Best Workplaces™ in Switzerland 2022.

The Great Place to Work FOR ALL Model



The Great Place to Work FOR ALL Model

We lead the industry with the most rigorous, data-based model for quantifying employee experience: The Great Place to Work Trust Model™.

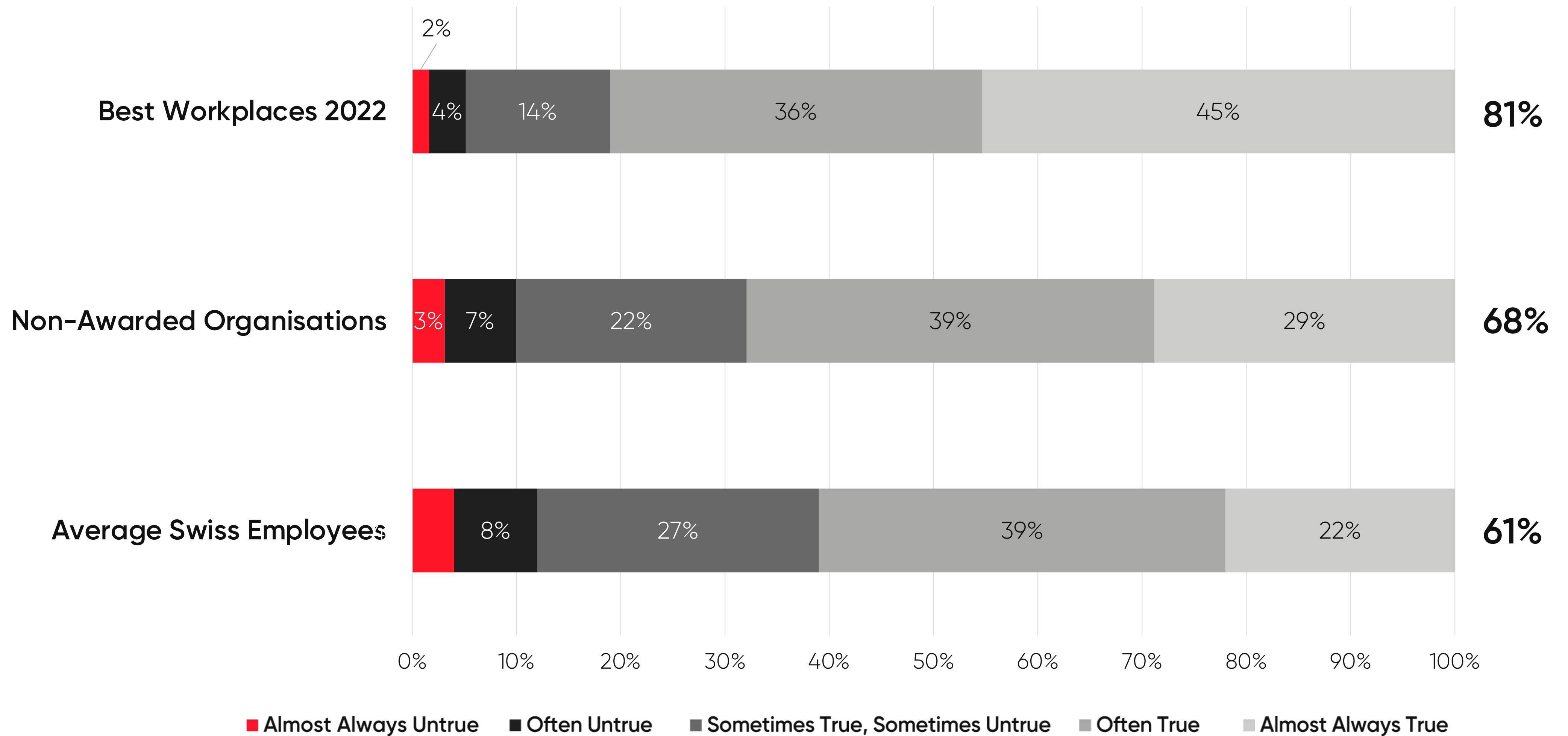
Our For All Methodology builds on the Trust Model by ensuring that every single employee, no matter who they are or what they do for their company, is having a consistently positive experience at work. We use the For All Methodology to evaluate all of our Best Workplace lists™.

Great workplaces For All are able to maximize their human potential through effective leaders, meaningful values, and a deep foundation of trust with all employees. When those are in place, these workplaces benefit from improved innovation and financial growth.

For All means everybody can create, everybody is connected and everybody can contribute their best.

What do the employees think?

Trust Index™: *Average of all statements.*



What do the employees think?

The Trust Index™ employee survey consists of 60 statements that measure if employees

- trust those they work for (credibility, respect and fairness),
- are proud of what they do (pride),
- and enjoy working with others (team spirit).

All statement can be answered with a five-point scale. Great Place to Work evaluates the percentage of employees who answer those statements as being often or almost always true («Trust Index™ score»).

In addition to all surveyed organizations, we also conducted a representative benchmark in order to establish the baseline of the average employee satisfaction in Switzerland.

Based this average Swiss benchmark, we can see, that the Best Workplaces™ have almost 20% more engaged employees than the average Swiss workplace. The difference stems mainly from employees who rate the statements as «almost always true».

In addition, we also see that almost 9 out of 10 employees of our Best Workplaces™ in Switzerland 2022 confirm that their organization, overall, is a great place to work. In the average Swiss organization, only 65% of employees agree with this statement.

Most Important Statements 2022

What has driven a good rating of an organization's workplace culture in 2022?

Trust Index™ Statement	Trend	Importance Rank 2022	Importance Rank 2021
I'm proud to tell others I work here.	▬➡	1	2
I can ask management any reasonable question and get a straight answer.	▬➡	2	1
When I look at what we accomplish, I feel a sense of pride.	↗	3	5
This is a psychologically and emotionally healthy place to work.	↗	4	6
Management shows a sincere interest in me as a person, not just an employee.	↗	5	11

Most Important Statements 2022

Among the most important 5 statements in Switzerland, 4 of them were as well in the top six last year. This is once again a proof of the stability of our model.

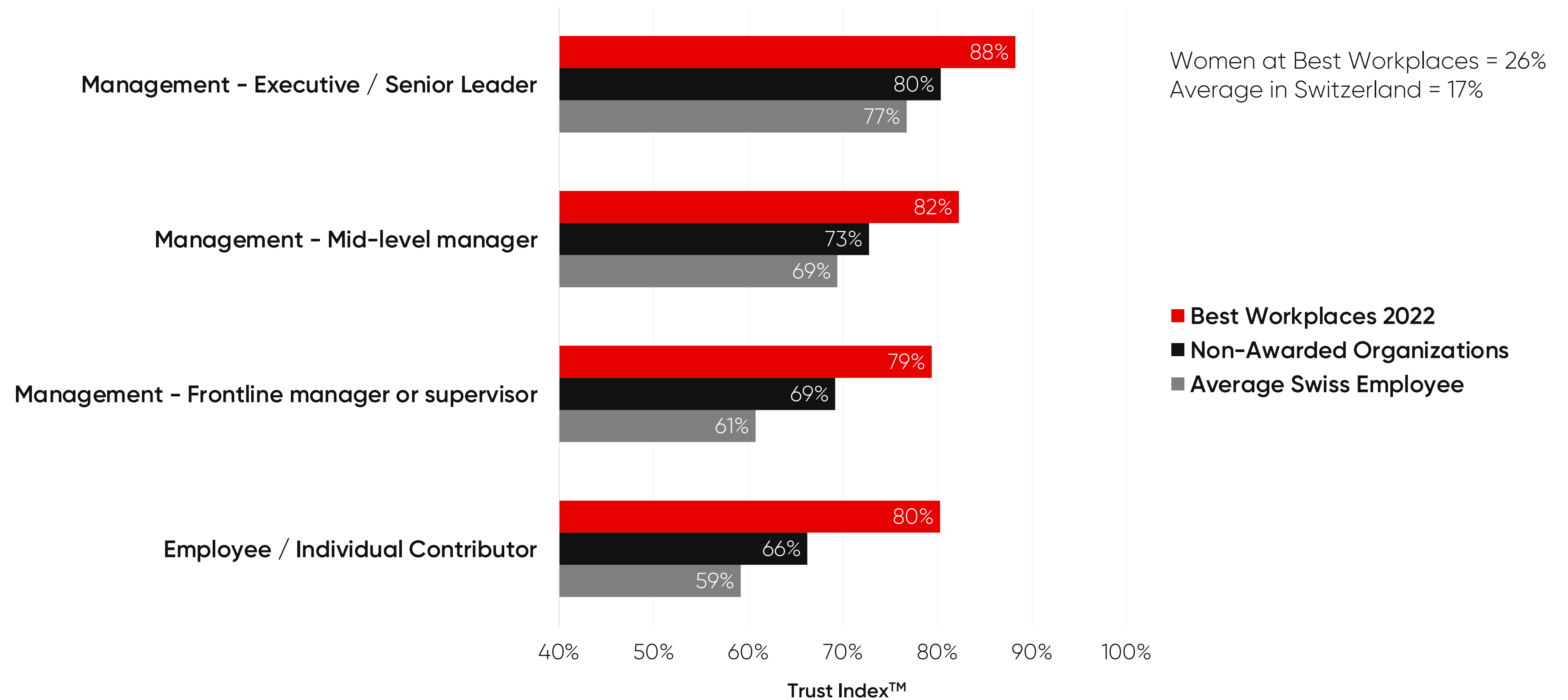
From these statements, we can derive that the pride in the employer brand, the pride in the achievement of the organization as well as open and direct communication with the managers mattered again most.

Furthermore, emotional and psychological health and safety could be observed to be among the top 5, too. Caring about the employees and maintaining a healthy social environment was and continues to be an important driver of employee engagement, especially in these turbulent times.

The last question among the most important 5 from the Trust Index™ survey which really experienced an increased importance is the statement "Management shows a sincere interest in me as a person, not just an employee.". This shows that authentic, honest and respectful interactions from leaders are highly valued by employees and really impacts their perception of the overall workplace.

FOR ALL – Consistency

Managerial Level



FOR ALL – Consistency

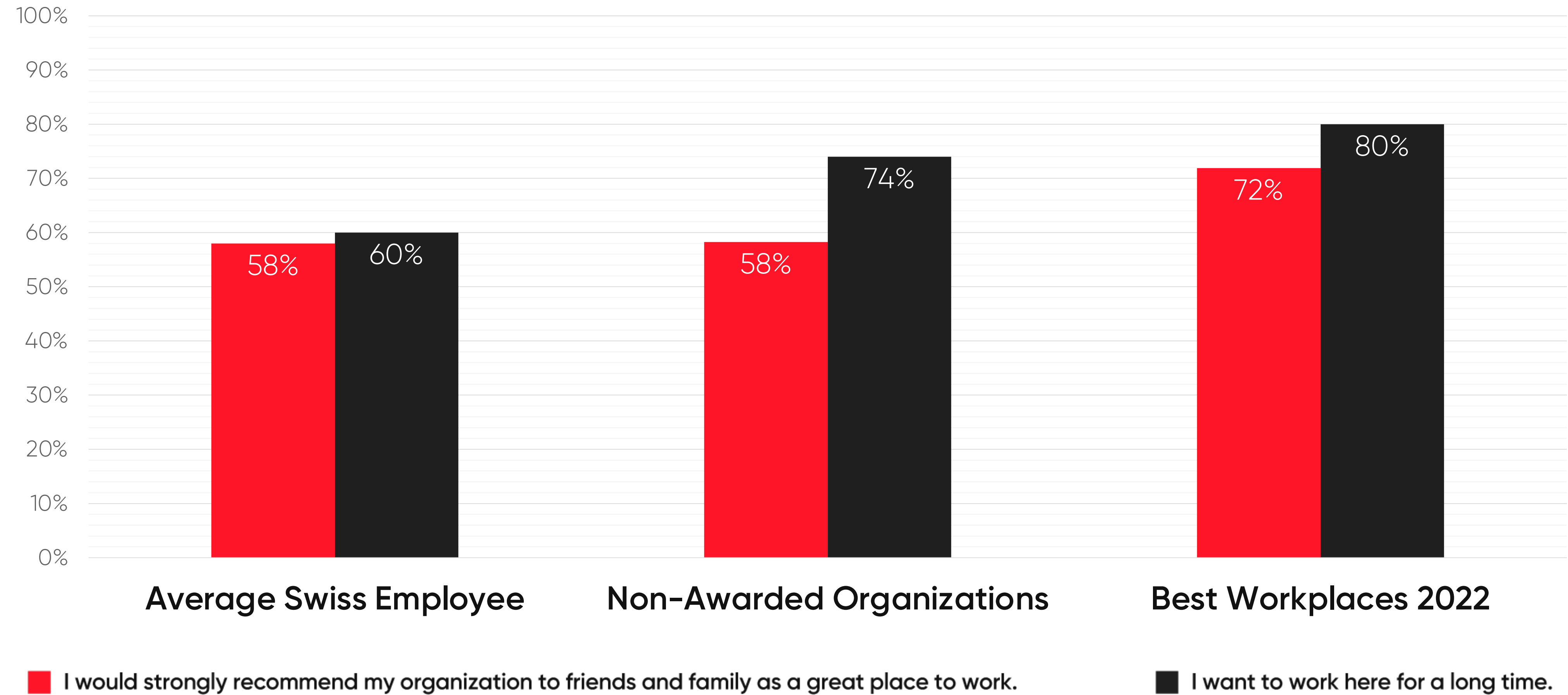
For the potential of each and every employee to be maximized, the experience at the workplace must also be the same between all different demographic attributes. Only organizations that are truly great workplaces for all employees can be awarded as Best Workplaces™.

The graph shows this using the example of hierarchy levels. For the best employers, the difference in positive perceptions of the workplace culture from employees to top management is only 8%. However, in Switzerland this difference is 18% on average. The deviation is highest for the individual contributors and the first management level. So in average organizations, the top management overestimates its own performance, while the Best Workplaces™ have a more congruent and reflective culture.

In addition, we were also able to evaluate that the Best Workplaces™ in Switzerland have significantly more women across all management level. This is especially striking in top management positions (26%) versus the average in Switzerland (17%). So, either excellent employers promote more women into leadership positions. Or having more female leaders increases the quality of the workplace culture and the employee engagement.

How it Pays Off

Employer Brand and Retention



How it Pays Off

Why is it worth getting involved and working on workplace culture?

On one hand, great workplaces have a stronger employer brand, and their employees automatically behave as employer brand ambassadors. 4 out of 5 employees of this year's Best Workplaces™ would recommend their employer as a great place to work. Only a bit more than half of the employees in an average Swiss organizations approves this statement.

Where it's great to work, people like to stay. We can also show this circumstance with the data. There is evidence that for the best employers, 2 more for each 10 people want to stay in the organization. This reduces fluctuation and becomes a competitive advantage in today's war for talent. We also know from research that not only a significant percentage of employees who have already cognitively resigned will quit in the foreseeable future but that they are also less committed during their current employment.

Furthermore, we see that the number of employees who perceive to have a lot or some opportunities for innovation is significantly higher in the Best Workplaces™. About 10% more employees have the feeling, that they can contribute to finding new or better ways of doing things. This is not because they have more innovation or R&D teams, but rather because the trust-based workplace culture allows them to leverage their potential.

About us

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Great Place to Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees around the world and used those deep insights to define what makes a great workplace: trust. Great Place to Work helps organizations quantify their culture and produce better business results by creating a high-trust work experience for all employees. Emprising®, their culture management platform, empowers leaders with the surveys, real-time reporting, and insights they need to make data-driven people decisions. Their unparalleled benchmark data is used to recognize Great Place to Work-Certified™ companies and the Best Workplaces™ in the US and more than 60 countries, including the 100 Best Companies to Work For® and World's Best list published annually in Fortune. Everything they do is driven by the mission to build a better world by helping every organization become a Great Place to Work For All™.