

## The advantages of the Great Start! Certification

At the center of the Great Start! Certification are the apprentices of a training company. They are surveyed in order to assess the training culture. This both provides valuable and credible information for interested young applicants and reveals an organization's strengths and development potential in their training culture. The Great Start! Certification signals that apprentices have a fun atmosphere at work, like coming to work and the supervisors are competent trainers.



## Benefits of the Great Start! Certification

- Increased visibility with potential apprentices
- Sign of high competence of the trainers and high quality standards in the field of education
- Positioning as an attractive training company
- Higher motivation, more commitment and more proactive behavior of apprentices
- Improving and increasing the relevance of the in-company training concept



## The effect of a Great Start! Certification

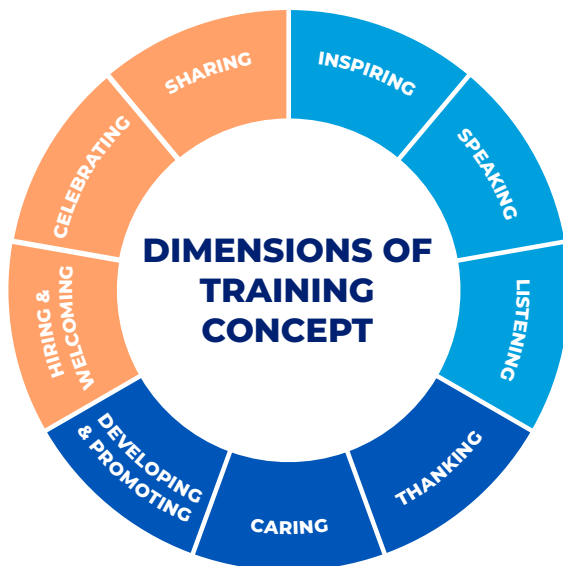
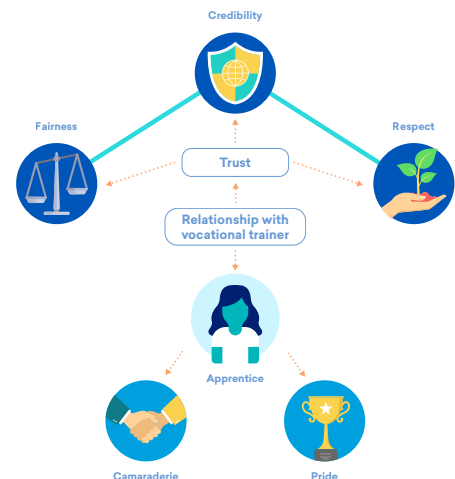
According to the Vocational Training Office, two thirds of all young people opt for basic vocational training every year. In order to position yourself as an attractive training company among young people and to increase your visibility, the certification as a Great Start! training company is well worth it. After all, apprentices who are proud of their training company are worth more than an expensive image campaign.



# Great Start! Certification

## Surveying the apprentices

The first step of the Great Start! Certification consists of the feedback of the apprentices in the company. In a questionnaire with a total of 29 questions, we collect information on how the training culture is experienced by each individual. This includes academic support, appreciation, respectful and fair treatment and camaraderie. The questionnaire is based on the [Trust Index™](#), but is adapted for apprentices.



## Assessment of the training concept

In the second part the company's training concept is assessed. In a questionnaire developed specifically for this purpose, HR managers can document concrete measures, processes and tools that describe their training concept. This assessment of the training concept is based on the [Culture Audit™](#), focuses however exclusively on the training of the apprentices.

## Important to know

Participation in the certification process is open to any company with at least 10 apprentices (all areas and all years taken into account). In order to

receive a certification, it is necessary to achieve the defined minimum criteria in each of the survey methods (apprentice survey & training concept).

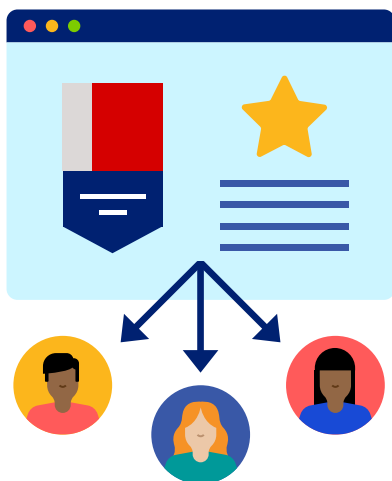
The Great Start! Certification is issued after completion of the process. The certification is issued monthly and is valid for one year.



## Assessment and evaluation

In order to receive the Great Start! Certification, both the apprentice survey and the training concept must meet the predefined criteria of Great Place To Work®.

What the apprentices think of their training company and how they perceive it is important to us. They should be the ambassadors of your company. Therefore at least 7 out of 10 apprentices must be satisfied with their training company.

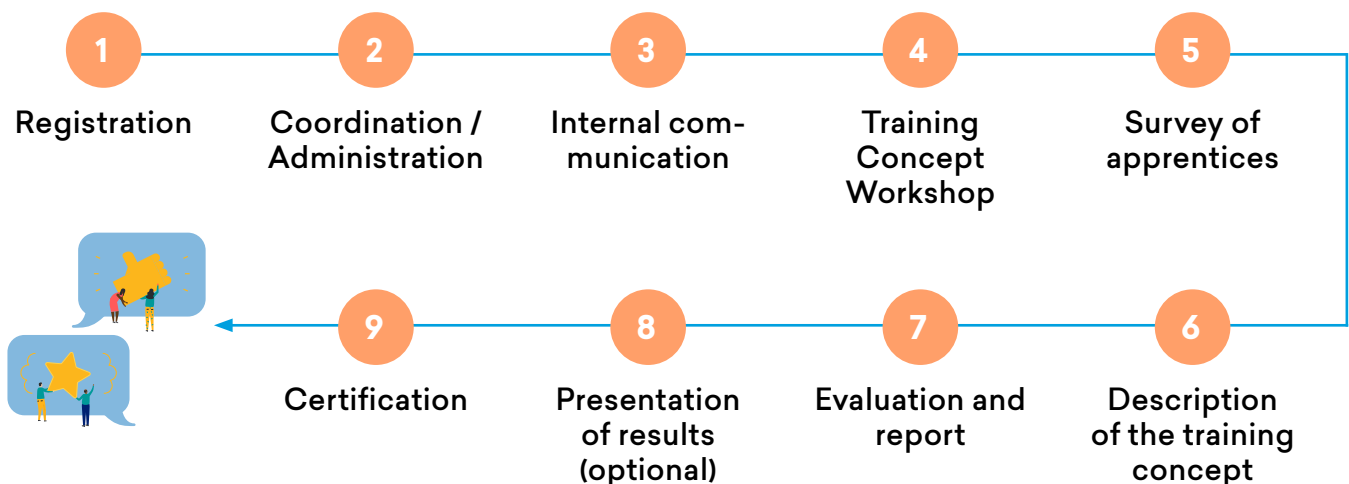


## The 5 assessment criteria of the training concept

1. Diversity of measures
2. Originality of programs
3. Involvement of the apprentices
4. Human Touch
5. Coherence and basic concept

What we expect from you with regard to the training concept will be discussed in detail in a separate (if desired, individual) information session.

## Timeline of the Great Start! Certification





# Great Start! Certification Price List

**Total price** = **Basic Package** + **Selected Product Package**

**Basic Package**  
 (Price depending on the size of the training company / number of apprentices)

**10-19**  
 CHF 2400.-

**20-49**  
 CHF 3400.-

**50-74**  
 CHF 4400.-

**75-99**  
 CHF 5400.-

**100-149**  
 CHF 6400.-

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Services	Starter CHF 1'900	Standard CHF 4'000.- CHF 2'900.-	Expert CHF 7'100.- CHF 5'400.-
Apprentice survey and participation in certification	✓	✓	✓
Complete data access with InsightTool	✓	✓	✓
Group training for analysis of the training concept	✓	✓	✓
Feedback Reporting on the training concept	✓	✓	✓
Result report of the apprentice survey (XLS)	✓	✓	✓
2 demographic criteria (e.g. professions, locations)	✓	✓	✓
Preparation and presentation of the results per Webinar (PPT)	✓	✓	✓
Up to 5 additional questions (open or closed)	✓	✓	✓
Individual training for filling out the training concept	✓	✓	✓
In-depth analysis and on-site presentation	✓	✓	✓

**Certification Package**

1x Award-Trophy 1x Award-Diploma Social Media-Boost Employer Branding Profile*	✓	✓	✓
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\*Renewal of the profile at the end of the certification period without participating again: CHF 300