

# Survey Set Up Instructions



# How it works

Easy-to-use, the Trust Index© Survey enables you to analyze your employees' perceptions of the workplace, compare results to key benchmarks, and receive custom recommendations.



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## Conduct the Survey

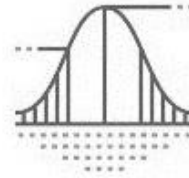
Choose a two-week period to deploy our world-renowned Trust Index© Survey to employees.



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## The Culture Brief

Provide details about your organization's programs and practices through our Culture Brief™.



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## We Analyze Results

Summary report providing your average scores for the five dimensions of trust.



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## Get Certified

65% positive survey results on your survey,  
**Congratulations!  
You're Certified**



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## Get Recognized

You'll receive a Great Place to Work® Certification badge and eligibility for all of our Best Workplaces lists for 12 months and your Great Place to Work® Online Profile for you to fact-check and publish.

# Conduct the survey



# The Trust Index Survey

- The survey is available in English and French
- Surveys launch on a Monday and remain open for 10 business days
- The IT information document contains important information to configure your SPAM filters to accept survey invitations and reminders.
- A test survey will be sent prior to the start date.

# Employee Data File

Company Name	Respondent Name (This is the name that will appear in the invitation email salutation)	Email Address	Language (English or French)	Please leave column blank
ABC Company	John Doe	<a href="mailto:John@abccompany.ca">John@abccompany.ca</a>	English	
ABC Company	Maria Carter	<a href="mailto:maria@abccompany.ca">maria@abccompany.ca</a>	French	

Please fill out the employee spreadsheet template:

- **Company name**
- **Respondent name:** exactly how it's going to show in the invitation email salutation
- **Email Address:** must be unique for each employee
- **Language:** English or French



# Number of responses Q&A

- **How is the minimum number of required survey responses determined?**

This is based on your total employee population. GPTW international standards require a confidence level of 95% and margin of error of +/- 5.5% to be considered for both Certification and Best Workplaces lists.

- **What can we do to improve our response rate?**

Communicate the importance of the survey for building a great workplace; and commit to providing feedback and taking positive action on priority findings.

Allow employees to complete the survey during work hours to the extent possible

- **What if we don't achieve the minimum required response rate?**

You can monitor the number of responses daily. We will work with you to boost your response rate if required. We send out two online reminders to employees who have yet to respond.

In the event that the survey ends and there are not enough responses, there is an opportunity to extend if needed. Great Place to Work **will not** postpone any list publications for extended surveys.

# Thank You!



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