



Great Place To Work

Trust Index™



Introduction

The Trust Index is the global standard in employee surveys and measures trust, pride and camaraderie in your organisation. The survey is conducted annually in 60 countries across 10,000 organisations. It is applicable worldwide in any organisation, regardless of size or industry. The survey is not an end, but a means. The results are the starting point for discussing the things that are going well and those that could be improved.

Trust Index in a nutshell

- ✓ 60 statements
- ✓ 2 open ended questions
- ✓ 5 demographic questions
- ✓ 2 multiple choice questions
- ✓ Answer options on a scale of 1 (almost always untrue) to 5 (almost always true)
- ✓ Great Place To Work certification is based on Trust Index results
- ✓ Questionnaire is based on empirical research
- ✓ Ability to add additional custom questions*

*Only possible if you choose Analyze™ or Accelerate™

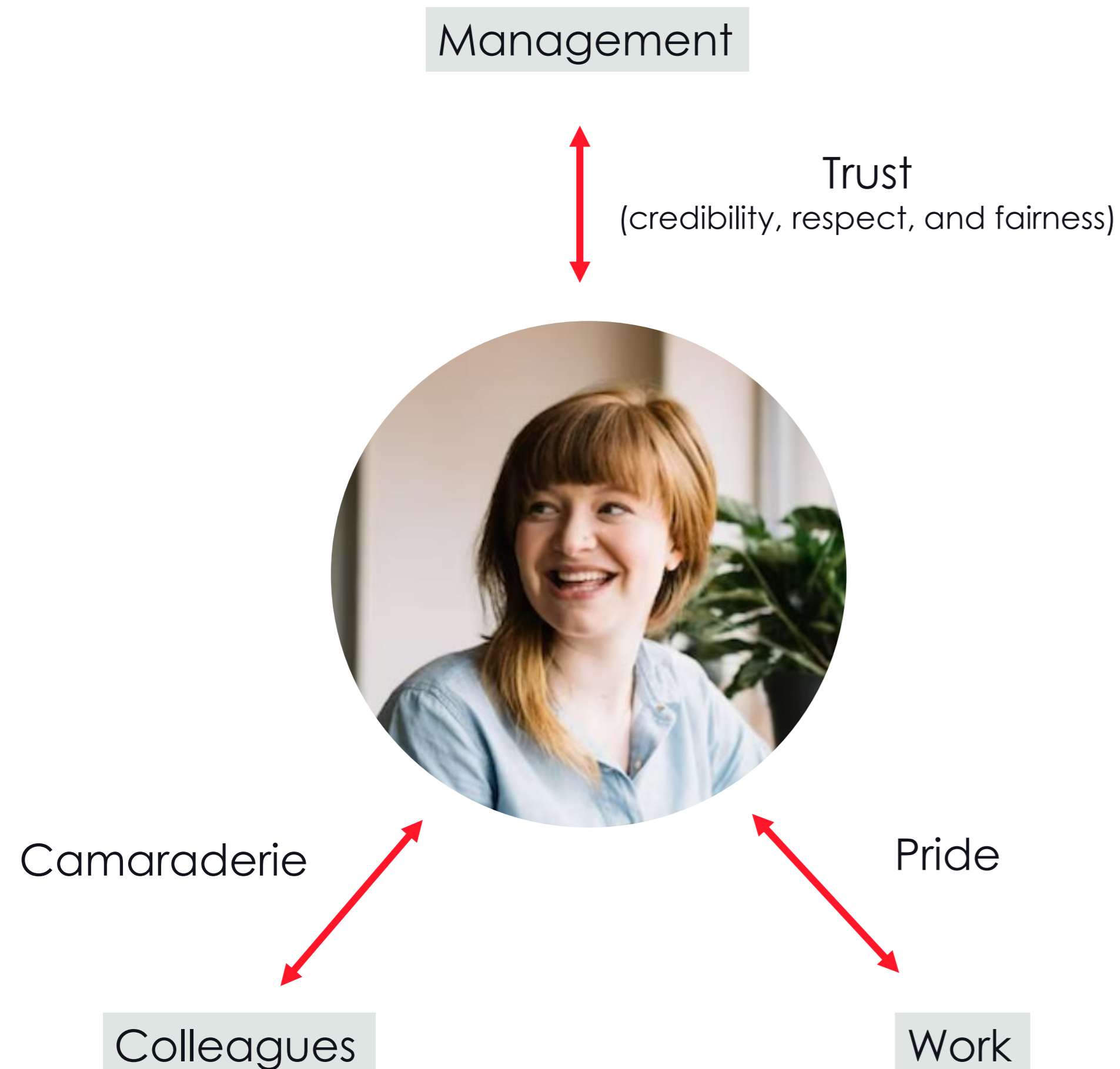
What does the Trust Index measure?

The Trust Index measures trust, pride and camaraderie. It provides a picture of three different, interrelated relationships:

1. The relationship between management and employees, based on trust
2. The relationship between employee and his or her work, based on pride
3. The relationship between employees themselves, based on camaraderie

The Trust Index tells you how your organisation is performing on the bar of being a good employer. It makes intangible themes, such as safety, autonomy and job satisfaction, tangible based on data. The research thus gives you targeted leads to improve employee experience.

The Trust Index consists of 60 statements about five universal dimensions: credibility, respect, fairness, pride and camaraderie. These five each consist of three subdimensions. On the next page, we briefly explain them and provide an example statement for each dimension to illustrate.



01

Credibility

Two-Way communication

Communication is open and information is shared transparently. It is effective in inviting two-way dialogue.

Example statement:

Management is approachable, easy to talk with.

Competence

Measures management's leadership and people management capabilities.

Example statement

Management has a clear view of where the organization is going and how to get there.

Integrity

Leaders show commitment to high principled standards and are able to take actions based on these standards.

Example statement

Our executives fully embody the best characteristics of our company.

02

Respect

Support

Provision of training opportunities, resources, and equipment as well as appreciation of professional accomplishments.

Example statement

Management recognises honest mistakes as part of doing business.

Collaboration

Quality of interactions and cooperation between employees and management.

Example statement

Management involves people in decisions that affect their jobs or work environment.

Caring

Managers show an interest in people's well-being by providing a safe and healthy working environment and benefits.

Example statement

This is a psychologically and emotionally healthy place to work.

03

Fairness

Equity

The degree to which there is balanced treatment for all people in the distribution of intangible and tangible rewards.

Example statement

People here are paid fairly for the work they do.

Impartiality

Management avoids favouritism and actively promotes the fair assessment of people for positions and work assignments.

Example statement

Managers avoid playing favourites.

Justice

Absence of discrimination and the presence of a procedure for correcting injustices.

Example statement

If I am unfairly treated, I believe I'll be given a fair shake if I appeal.

04

Pride

Personal job

How employees view their individual contributions to the organisation.

Example statement

My work has special meaning: this is not "just a job."

Team

The pride that employees develop in their team, the team's accomplishments, and their willingness to give extra for the benefit of the team.

Example statement

People here are willing to give extra to get the job done.

Corporate image

How employees view the organisation and its reputation in the larger community.

Example statement

I'm proud to tell others I work here

05

Camaraderie

Intimacy

People's enjoyment of their colleagues, their sense that they can be themselves, and that they can count on and support each other.

Example statement

People celebrate special events around here.

Hospitality

Employees feel the work environment is friendly and welcoming and they can have fun.

Example statement

When you join the company, you are made to feel welcome.

Community

The extent to which employees consider that there is a sense of teamwork.

Example statement

You can count on people to cooperate.



Calculation of scores

The statements can be answered with one of the following response options:

1. Almost always untrue
2. Often untrue
3. Sometimes true/sometimes untrue
4. Often true
5. Almost always true

The results show a percentage. This is the percentage of respondents to answer options 4 'often true' and 5 'almost always true,' relative to all answer options, excluding the 'no answer' option.

For example, if the score on a statement is 70%, that means 70% of the respondents filled in 'often true' or 'almost always true'.

Anonymity

The Trust Index employee survey is completely anonymous. This means that the answers cannot be traced back to the person who gave the answers.

As a result, employees are more likely to be open and honest when completing the survey.

About the term management

A key component of the Trust Index is the relationship between management and employees. The term management in this context is a collective understanding of all management roles. The questionnaire is a development tool and does not aim to assess managers.

Our research shows that great workplaces have great business leaders who foster a great experience in their department and create a great experience of the business overall.

Most employees are involved in projects, cross-team collaboration, development within their teams and other experiences where they interact with many different managers. Those leaders can create a great workplace experience, or not. So, when thinking about the definition of management, we want employees to be thinking about the totality of their experience with all management in the company.

Survey takers should consider their overall experience with all management in the company, not just their direct supervisor.

Even if an employee has limited cross-functional experience, they are probably also interacting and collaborating with their leader's leader from time to time. If the survey asked only about employee's direct supervisor or senior leader experiences, the results would miss out on the totality of management that is necessary to run a company.

To gather more specific data on the perception of a specific level of leadership, customers with Analyze or Accelerate subscriptions may add additional survey statements to measure those relationships.

This is what participation in the Trust Index yields.

01

Reliable insight into what's really going on in your organisation

02

A starting point to discuss key areas for improvement with each other

03

Participation in Great Place To Work Certified™ and Best Workplaces™

04

The ability to compare your scores with those of other organisations



We surveyed the world

- 10.2 Million Employees Represented
- 3.3 Million People Responded
- 10,000+ Companies
- 97 Countries
- 45 Languages

About us

Forty years of research and experience have enabled us to define what it means to be a Great Workplace™, to understand how to measure the trust in the workplace, and how to help any organisation become a great workplace. Whether through our Certification Program or our Culture Coaching services, Great Place to Work® has the tools you need to assess and improve the employee experience in your organisation according to the global standard of greatness. As a result, your organisation — and your employees—can achieve their full potential and drive performance to new heights.



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