

# Certification and list recognition

# About Great Place to Work®

Great Place To Work® is the global authority on workplace culture. Our mission is to help every place become a great place to work for all. We give leaders and organizations the recognition and tools to create a consistently and overwhelmingly positive employee experience, fostering cultures that are proven to drive business, improve lives, and better society.

Our recognition is the most coveted and respected in the world for elevating employer brands to attract the right people. Our proprietary methodology and platform enables organizations to truly capture, analyze, and understand the experience of all employees.

Our groundbreaking research empowers organizations to build cultures that retain talent and unlock the potential of every employee. Our coaches, content, and community connect the boldest leaders, ideas, and innovations in employee experience. Since 1992, our Certification™, Best Workplaces™ Lists, and global benchmarks have become the industry standard, built on data from more than 100 million employees in 150 countries around the world.

# Great Place to Work® Certification

Great Place to Work is the first and only certification in Sweden for excellent workplaces.

Certification of your organization gives you the opportunity to be recognized as an excellent workplace for your employees, new potential employees, customers, and other stakeholders.

The certification is based on Great Place to Work's global standard of what characterizes an excellent workplace. These standards are based on more than 30 years of empirical research and analysis, as well as millions of employee surveys from more than 100 countries.

The certification is valid for 12 months and can only be obtained when both the Trust Index®\* and Culture Brief® have been completed.

\*Minimum Trust Index score 70%

# Sweden's Best Workplaces™ list

When you have become certified you also have the opportunity to participate in the ranking of Sweden's Best Workplaces. The categories are; Large, Medium and Small companies.

You can also participate in the ranking of Europe's Best Workplaces.

In order to participate, we ask you to contact your consultant.

# About Culture Brief & Culture Audit©

- **Culture Brief** – Submission of a questionnaire with information and numerical data that gives us an understanding of your company. Time consumption: about 30 minutes.
- **Culture Audit** – Submission of a descriptive text detailing how your culture distinguishes and/or excels compared to other workplace cultures. This is mandatory for companies with 250+ employees, optional for others (depending on type of agreement).

Both Culture Brief and Culture Audit are to be submitted on an online platform. There will be instructions of how to submit the answers when you access the portal, and an overview to easily track your progress.

If you have previously participated and therefore already have submitted a Culture Audit, you need to reassess submitted answers since the new Culture Audit for All-model has been refined and simplified. Extra support and advice for the 5 Culture Audit-questions are available in the Help-tab inside the platform.

Login information for the online platform will be sent to your email. Only one login is created per company, but you can distribute this as you would like internally.

You are also welcome to participate in one of our free of charge webinars to obtain more information. [Read more and sign up here.](#)

If you have any further questions concerning Culture Brief/Audit, please contact your consultant or send an email to [SE\\_CultureAudit@greatplacetowork.com](mailto:SE_CultureAudit@greatplacetowork.com).