

# Best Medium Workplaces 2022



Best  
Workplaces™

Great  
Place  
To  
Work®

NERLAND  
2022

The Road  
to Greatness

# The Road to Greatness

Being a Best Workplace is not a goal in itself. It's a journey that's never finished. A continuous process with peaks and valleys. A road full of endless discoveries and surprises. With bumps and sidetracks. But what counts is striving for better. You'll encounter all of this on your way to a successful organisational culture.



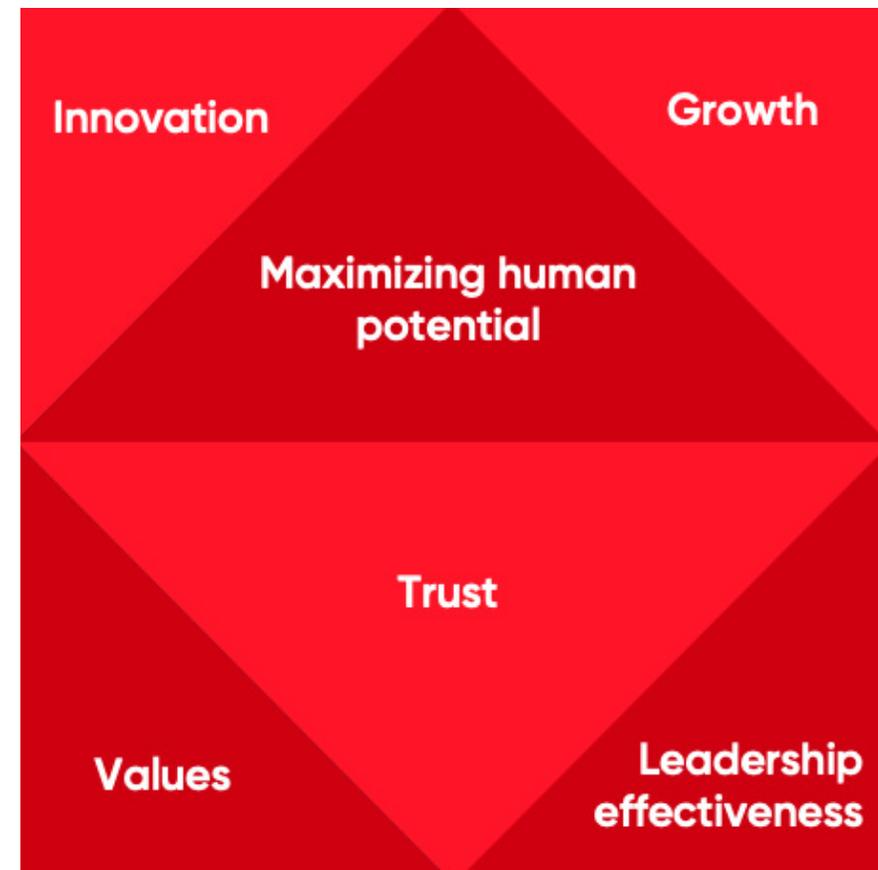
## Best Workplaces Awards

We celebrate these valuable experiences during The Road to Greatness. The Best Workplaces Awards 2022 were presented during a tour across The Netherlands. These organisations have been named a Best Workplace based on the Trust Index employee survey and the Culture Audit culture survey.

This magazine features the **Top 10 Best Medium Workplaces.**

## Great Place to Work For All

- The Best Workplaces list formula is based on the Great Place to Work For All model.
- A successful organisation starts with a culture of trust. This culture is nourished by meaningful values and effective leadership.
- In such a culture, everyone can use his or her potential. This leads to innovation and results in growth.
- The underlying Trust Index employee survey is carried out annually at more than 10,000 organisations in 62 countries among 12 million employees.



These are the

**10 Best Medium Workplaces  
of The Netherlands**



**1** Viisi Hypotheken



**2** Werkmandejong



**3** Blue Bricks



**4** Bizzomate



**5** Squerist



**6** Nextview



**7** ICM opleidingen & trainingen



**8** IG&H



**9** DWA



**10** Alzheimer Nederland



**Best Medium Workplaces**  
**in numbers**

# Best Medium Workplaces

- Organisations with **50 to 250** employees
- **69** organisations have been certified
- **29** participants for the Best Medium Workplaces list
- **10** organisations made the list



# Did you know that...

- **Viisi Hypotheken** is the number 1 Best Medium Workplace, after years of being number 1 in the Small category?
- **Werkmandejong** made the list for the third year in a row?
- **Blue Bricks** participated for the first time and came straight in at number 3?
- **Bizzomate** made the list for the first time?
- **Squerist** made the list for the second time?
- **Nextview** made the list for the fifth time?
- **ICM opleidingen & Opleidingen** made the list for the sixth time?
- **IG&H** made the list for the third time?
- **DWA** made the list for the first time?
- **Alzheimer Nederland** made the list for the second time?



Do you want to learn more about these employers?

[Check out all employer pages](#)

# 5 dimensions

- The Great Place to Work survey measures five universal values: Credibility, Respect, Fairness, Pride and Camaraderie.
- This overview shows the scores on the five dimensions for the Best Medium Workplaces.
- The average Trust Index is **85%**.
- Being a good employer is not about facilities, a ping-pong table or parties. It's about how you treat each other as people, and the beauty of that is: behaviour is free. But behaviour is difficult to change. Our consultants help organisations in this culture change.



Credibility: 85%



Respect: 84%



Fairness: 86%



Pride: 83%



Camaraderie: 91%

# Making a difference

- Looking at our statements, where do the Best Medium Workplaces make the difference?
- Based on the 60 statements of the Trust Index, a comparison was made between the Best Medium Workplaces and certified organisations of the same size.
- The top 10 makes the difference on the following themes: involving employees in decision-making, fairness, celebrating successes and vision.
- On the next page you'll find the scores on the corresponding statements.

you

are

the

change

# Top 5 biggest differences

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



2. Promotions go to those who best deserve them.



3. People avoid politicking and backstabbing as ways to get things done.



4. People celebrate special events around here.

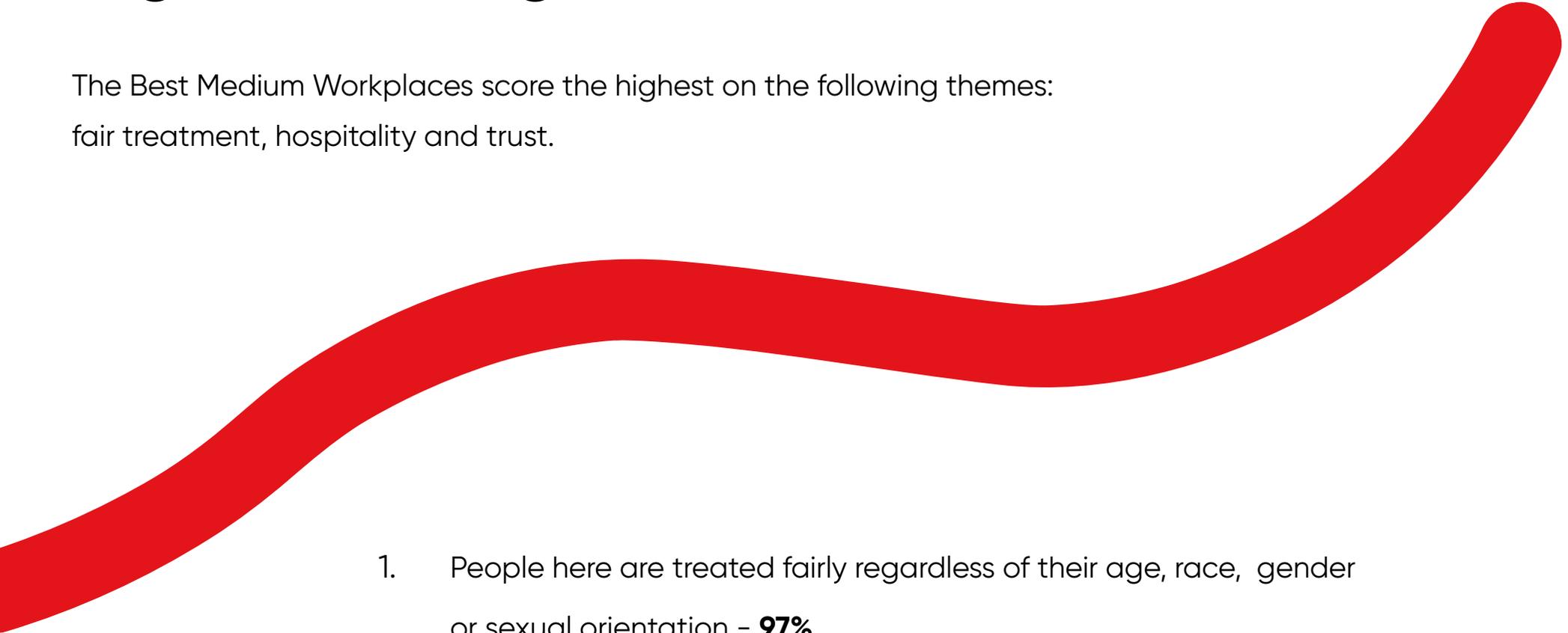


5. Management has a clear view of where the organization is going and how to get there.



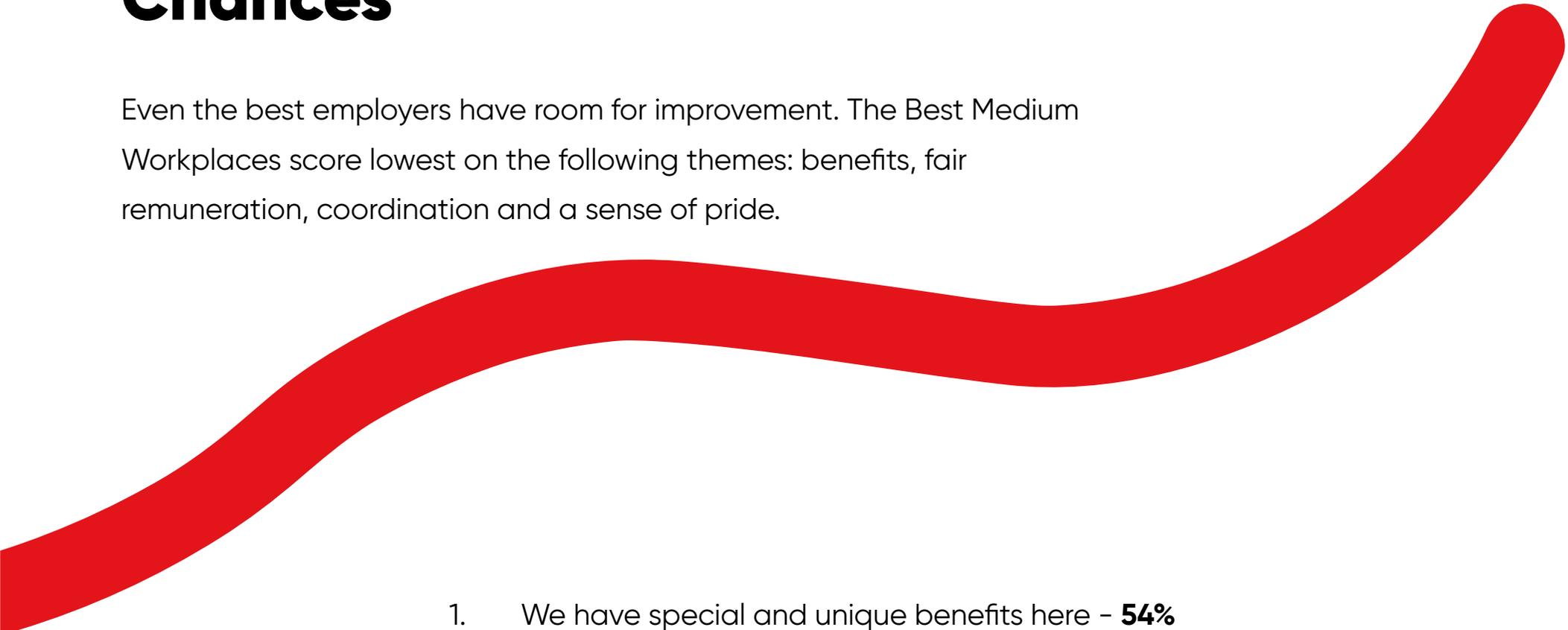
# Highest scoring themes

The Best Medium Workplaces score the highest on the following themes:  
fair treatment, hospitality and trust.

- 
1. People here are treated fairly regardless of their age, race, gender or sexual orientation - **97%**
  2. This is a physically safe place to work - **95%**
  3. When you join the company, you are made to feel welcome - **95%**
  4. Management trusts people to do a good job without watching over their shoulders - **94%**
  5. People here are given a lot of responsibility - **94%**

# Chances

Even the best employers have room for improvement. The Best Medium Workplaces score lowest on the following themes: benefits, fair remuneration, coordination and a sense of pride.

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1. We have special and unique benefits here - **54%**
  2. I feel I receive a fair share of the profits made by this organization - **58%**
  3. People here are paid fairly for the work they do - **69%**
  4. Management does a good job of assigning and coordinating people - **74%**
  5. I feel I make a difference here - **74%**

# Great Place to Work For All

- You're only a Great Place to Work For All if there's little or no difference in experience between different demographic groups. It is not enough to be a good employer for the homogeneous group, you must be a good employer for each and every one of them. In this magazine we highlight three demographic questions:
- **Gender** consists of the answer options Woman, Man and Gender Neutral\*.
- **Age** consists of five categories, from 25 years and below to 55 years and above.
- **Hierarchical position** consists of four answer options: from employee to CEO.

\* There are too few respondents on Gender Neutral in our data to report it.



**"If you are not maximizing the human potential in your organization – getting the most from everyone – you cannot realize the full potential of your business."**

- Michael C. Bush, Global CEO Great Place to Work

# Women more positive about working conditions, men more positive about promotions and pride in their work



## Biggest differences between women and men looking at statements:

1. We have special and unique benefits here (*women 58% versus men 52%*).
2. Promotions go to those who best deserve them (*women 72% versus men 78%*).
3. I feel I make a difference here (*women 71% versus men 76%*).

# Older people more positive about their own work, younger people more positive about agility



## Biggest differences between 25 years or younger and 55 years or older looking at statements:

1. My work has special meaning: this is not "just a job." (25 years or younger 68% versus 55 jaar of ouder 90%).
2. People here are paid fairly for the work they do (25 years or younger 64% versus 55 years or older 78%).
3. People here quickly adapt to changes needed for our organization's success (25 years or younger 89% versus 55 years or older 76%).

# Management more positive about its own work and fair remuneration



## Biggest differences between employees and management looking at statements:

1. I feel I make a difference here (*Executive/C-Level Leader 94% versus employee 68%*).
2. I feel I receive a fair share of the profits made by this organization (*Executive/C-Level Leader 80% versus employee 56%*).
3. Management makes its expectations clear (*Executive/C-Level Leader 86% versus employee 69%*).



# **Is your organisation a Best Workplace?**

**Start the route to a successful organisational culture**

## Step 1

## Step 2

## Step 3

## Step 4

### Ask for employee feedback

Schedule two weeks to conduct the Trust Index survey, complete the Culture Brief and answer the five questions of the Culture Audit.

### Get Certified!

If your organisation meets the certification criteria, you're allowed to use the Great Place to Work Certified logo for one year.

### Follow-up

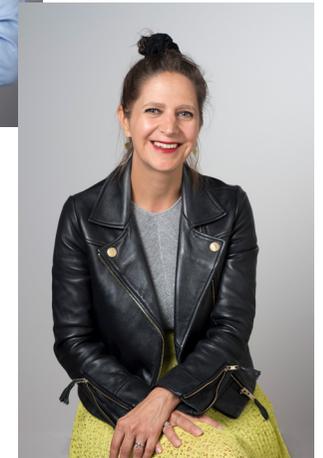
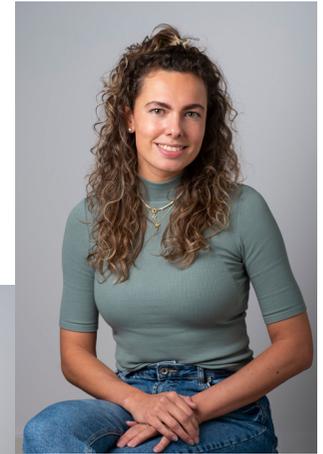
Focus on the points for improvement and celebrate your successes. Use the Certified logo in your external communication.

### Best Workplaces Awards 2023

In April 2023, we'll let you know if you made the list of Best Workplaces 2023.

# Culture is your #1 priority

- From a low-trust environment to a close-knit club, building internal culture is indispensable for any organisation. It always pays to get input from your colleagues.
- Our consultants can support you in every step of the way. Think of drafting a people strategy, facilitating good conversations and leadership coaching. You are never alone!
- The Best Workplaces list is based on our Trust Index employee survey and the strategic Culture Audit. You can start the survey at any time. It'll give you valuable insights to work with. Making number 1 on the list is not the most important goal, your culture is.



Are you ready to be a  
successful organisation?

[Book an online meeting!](#)