



**Better for Business.  
Better for People.  
Better for the World.**



## About Great Place to Work® Institute

Great Place to Work® is the global authority on high-trust, high-performance workplace cultures that provides executive advisory and culture consulting services to businesses, non-profits, and government agencies in more than 60 countries across five continents. Through proprietary assessment tools, benchmarks and certification programs, Great Place to Work® provides the expertise needed to create, sustain, and recognize outstanding workplace cultures. The Institute works with media throughout the world to select lists of Best Workplaces. In Greater China, we partner with Bloomberg Businessweek/China and South China Morning Post to publish the 'Best Workplaces™' list. In the US, we work with Fortune Magazine to publish the 100 Best Companies to Work For® list.

For more information please visit: [www.greatplacetowork.com.hk](http://www.greatplacetowork.com.hk)  
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## 關於卓越職場®研究所

卓越職場®研究所 (Great Place to Work® Institute)是國際權威的職場文化與人力資源管理諮詢公司。30多年來，卓越職場在全球5大洲,超過60個國家協助企業、民間組織及政府打造高信用度和高效能的工作環境，並運用其專業知識、透過獨有的測量和研究工具、比較機準、諮詢、職場審閱及認證計畫來創造、保持及表揚出色的職場文化。卓越職場®與各大知名媒體合作發布“最佳職場®”榜單：在大中華區，卓越職場®研究所分別與《商業周刊/中文版》及《南華早報》合作發布“大中華區最佳職場®”及“香港最佳職場®”；在美國《財富》雜誌上發布100家最佳職場®。

如欲了解更多，請即到訪官方網站: [www.greatplacetowork.com.hk](http://www.greatplacetowork.com.hk)  
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Best Workplaces for Women™ is a new accreditation standard which recognizes those top organizations that, while providing a great work environment to all employees, are also creating positive and supportive workplaces for women in particular developing and promoting practices that make sure women in the workplace have a fair and positive work experience,

and have the opportunity to contribute to the success of the business while they develop their talents personally and professionally.

女性最佳職場™是一項新的認證準則，旨在認可優秀的企業一方面為所有員工提供良好的工作環境，同時也積極為女性提供支援和協助。企業為女性度身訂造政策，讓她們能享受公平和正面的工作體驗，並發展個人和專業能力，最終為企業作出貢獻。



## Eligibility for Certification

- Any organization with a minimum of 20 employees.
- Achieve a minimum of 70% Trust Index® score from the 60 core Great Place to Work® statements in each of the 5 dimensions.
- Include 5 practices that apply FOR ALL employees ahead of the survey.
- Meet the minimum number of responses required to meet the statistical confidence level for the size of organisation. This is determined by the total employee population size.
- The organization should fill in Culture Audit® part 1 demographics questionnaire;
- The organization has to have a minimum of 30% Women in the workforce.
- The organization has to have a minimum of 20% Women in leading higher positions (Supervisor/Manager & Executive/Senior Manager)
- We will Isolate the Female gender answers to the Trust Index® survey, the score should be above 70% in every dimension.
- The organization has to score above 70% in the Inclusion index (12 specific statements).
- The organization should submit at least 5 unique practices for Women.
- Clients will receive a badge for certification.
- Pay an entry fee of **\$1,000USD\***

\*this applies only to current customers of Great Place to Work.

## 獲得認證的資格

- 組織擁有至少20名員工
- 進行包含60條陳述的標準調研
- 在Trust Index®調研的各維度得分均在70%以上
- 在Trust Index®調研中抽出女性員工的分數，各維度的得分都應高於70%
- 在Inclusion Index（12個特定陳述）得分高於70%
- 組織需填寫 Culture Audit®第1部分人口統計問卷
- 勞動力中至少有30%為女性
- 至少20%的女性擔任高級職位（主管/經理和執行/高級經理）
- 滿足統計置信水準所需的最少問卷回覆要求，這取決於組織總員工數目
- 提交至少5項為所有人而設的最佳實踐，以納入調查
- 提交至少5項為女性而設的最佳實踐，以納入調查
- 客戶將收到認證徽章
- 費用：\$1000 USD\*

\*僅適用於卓越職場® 現有客戶，新客戶會因應員工數目而決定費用



## Great workplaces make women feel welcome

When women felt their work **made a difference**, they were **five** times more likely to say they have a great workplace and **six** times more likely to want to stay with their companies for a long time.

If women experienced workplace traits that **encourage innovation**, they were **seven times** more likely to plan a long-term future at their companies.

When women said their organizations handle **promotions fairly**, they were **two times** more likely to look forward to coming to work.

When women agreed they're **treated as full members of the team**, regardless of position, they were **three times** more likely to say they'll go the extra mile to get the job done.



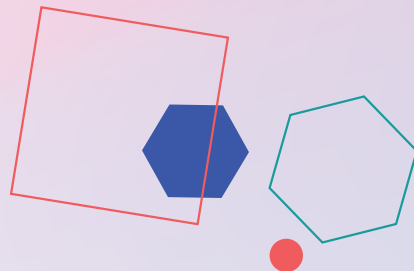
## 卓越職場®讓女性感到受歡迎

當女性認為自己的在職場上**有所作為**時，她們說自己擁有一個卓越職場的可能性較平均**高5倍**，而長期留任的可能性也比平均**高出6倍**。

如果女性在職場上感受到**推動創新**的鼓勵，她們把公司納入長期規劃的可能性將**提高7倍**。

當女性表示她們的公司**公平地處理人員升遷**時，她們對上班的期待將是平均的**2倍**。

當女性同意她們**被視為團隊的一員**時，不論職位，她們願為工作付出額外努力的可能性將高於平均的**3倍**。



## Great Place to Work® Trust Index® Methodology

More than 30 years of research we have found that it is important to listen to the voice of employees in order to better understand how to support organizations to become better places to work.

The common factor in relationships is TRUST.

The employees consider that an excellent place to work is where:

**They TRUST** the people they work for.

**FEEL PRIDE** for what they do.

**ENJOY** the people with whom they work.

Trust is the fundamental axis of the excellent working environments, which is generated through credibility with the bosses, the respect with which employees feel they are treated, and the justice with which they expect to be treated. The degree of pride in the organization and the levels of authentic connection and camaraderie that employees feel are essential components.

### 卓越職場®的Trust Index®方法論

30多年的研究告訴我們，最重要的是聆聽員工的聲音，而這也使我們更了解如何幫助機構打造更好的職場。一步步打造卓越職場的要訣在於員工和領導者之間的關係，而非單靠盲目執行人力資源政策。

以基於信任的關係為核心。

對員工而言，一個優秀的職場是指：

員工**信任**他們為之工作的人。

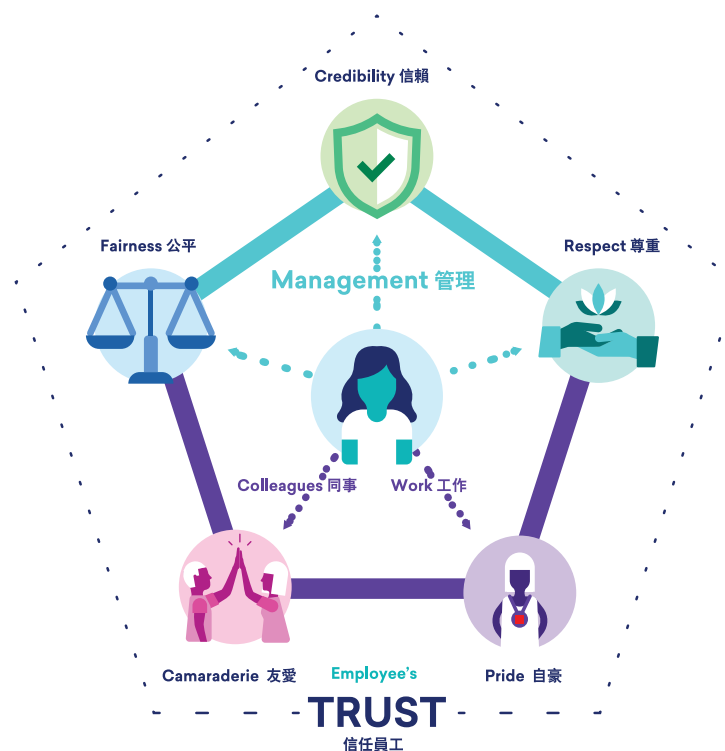
員工**自豪**他們所做的事。

員工**喜歡**與他們一起工作的同事。

信任是卓越職場的根本。信任建基於員工對領導的信賴，員工在職場所感受到的尊重以及合乎期望的公平。同時，組織自豪感以及員工的真誠和友愛水平也不可或缺。

## The Great Place to Work® Trust Model©

### 卓越職場®的Trust Index®方法論



### Five Dimensions: 五大維度



Credibility 信賴



Respect 尊重



Fairness 公平



Pride 自豪



Camaraderie 友愛

## From the leader's point of view, an excellent place to work is where leaders:

- ACHIEVE THE OBJECTIVES OF THE ORGANIZATION.
- Where people GIVE THE BEST OF THEM.
- WORK AS A TEAM / FAMILY all in a TRUSTED environment.

### Culture Audit® Methodology

There are Nine Practice Areas where leaders and bosses build trusting environments. The excellent places to work achieve the objectives of the organization by inspiring, communicating and listening. They have employees who give their best when they are thanked, developed and cared for. And they can work together as a team / family when hiring, sharing and celebrating.

This fundamental model, confirmed through the analysis that has been carried out at Great Place to Work® over the last 30 years about the opinions of employees, is universal and consistent year after year, country by country. It applies not only to all organizations, but to all types of demographics regarding their employees.

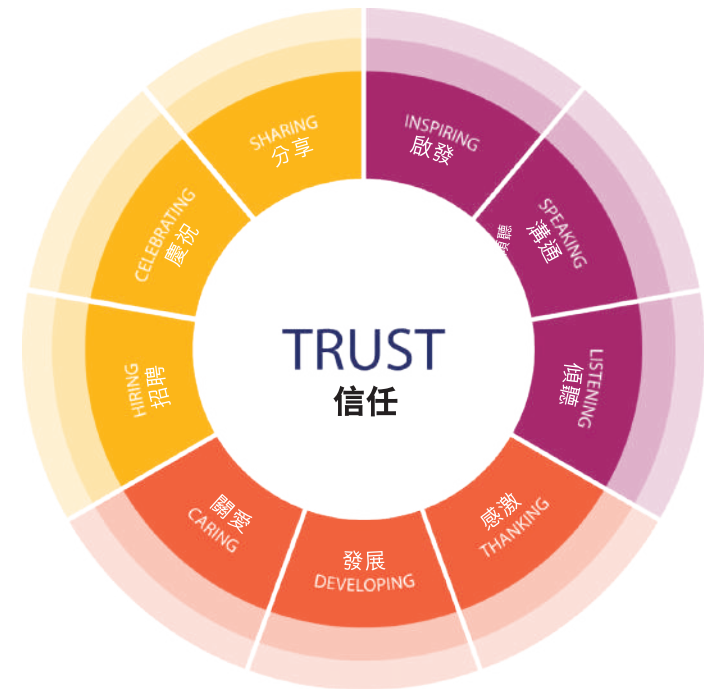
### Culture Audit®方法論

對領導者而言，一個優秀的職場是指：

- 能實現組織目標。
- 員工盡其最大努力。
- 在充滿信任的環境中像團隊/家庭一樣一起工作。

領導者和老闆在職場建立信任的方法有九項（或九項文化領域）。優秀的職場實現啟發、溝通和傾聽的目標。同時也積極感激、發展和關愛員工，讓員工在其工作上盡其所能。而在招聘，分享和慶祝時，他們像團隊/家庭一樣一起工作。

這評估方法論透過30年來有關員工意見的Great Place to Work® 研究而得到反覆驗證，並在所有地區都呈現普遍性和一致性。因此，這方法不僅適用於所有組織，更適用於所有類型的員工人口結構。



Nine Practice Areas 九項文化領域



# For All Model

For All Methodology builds on Trusts Model by ensuring that every single employee, no matter who they are or what they do for their company, is having a positive experience at work.

## Values

- Company values are not just what's written on the walls or website, but what employees actually experience in their day-to-day work lives, particularly in how they see their leaders.

## Leadership Effectiveness

- An effective leadership team has an emotional connection with their company's culture and its people, as well as an ability to create a coherent and effective strategy at every level of the business.

## Maximizing Human Potential

- A great workplace for everyone regardless of who you are or what you do in your company.

## Innovation By All

- A culture that enables a company to continuously improve, adapt quickly, and generate pivotal opportunities by tapping into the intelligence, skills, and passion of everyone in the organization.

## For ALL方法論

For ALL方法論建立在信任(Trust Model) 方法論的基礎上，確保通過每個員工，無論他們是誰或為公司做什麼，都在工作中獲得積極的體驗。

### 價值觀

- 公司價值觀並非隻流於裝飾或網站上的字句，而是員工在日常工作中的體驗，尤其是他們對領導觀感。

### 領導效能

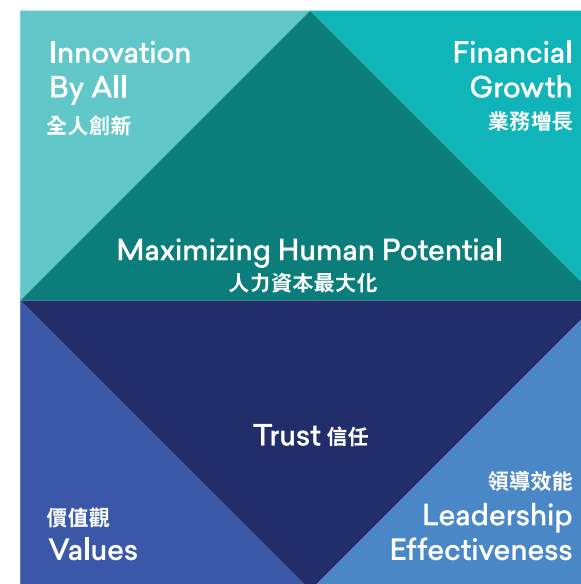
- 有效的領導團隊及公司的文化會與員工建立情感聯繫，也能在各層級上建立一致而有效的戰略。

### 人力資本最大化

- 卓越職場應是對於公司上下，無論任何職位的人而言也如是。

### 全人創新

- 一種使企業能善用所有人的智慧，技能和熱情來不斷改進，快速適應並迎接機遇的文化。





## 2019 100 Best Companies to Work For Voluntary Turnover by Industry

■ 2019 100 Best Companies to Work For  
■ Industry Rate

Source: U.S. Bureau of Labor Statistics  
Job Openings and Labor Turnover Survey

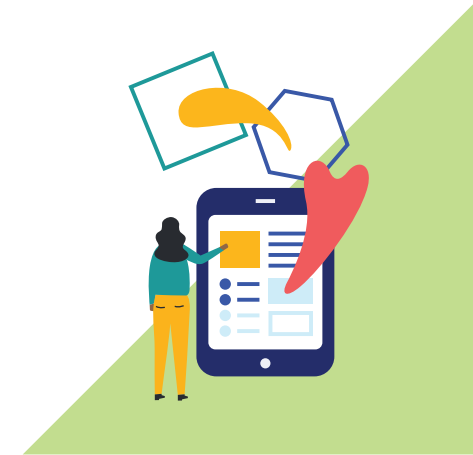
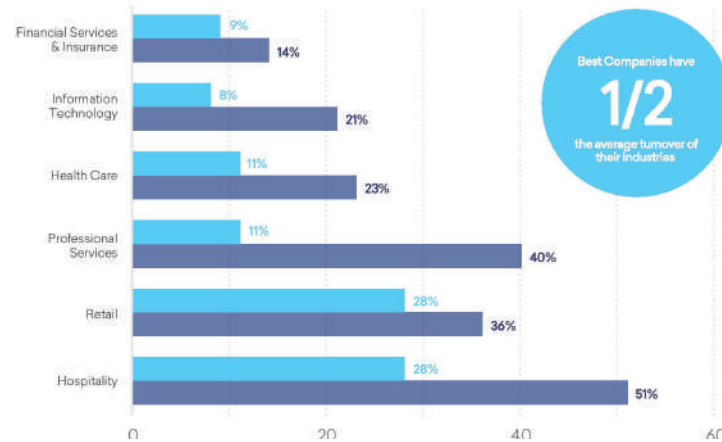


Figure 4

最佳職場™的企業的自願離職率通常為競爭對手的一半，從招聘，培訓和入職員工中節省了大量成本



## 2019 Stock Performance of FORTUNE 100 Best

■ FORTUNE 100 Best  
■ Russell 3000  
■ Russell 1000

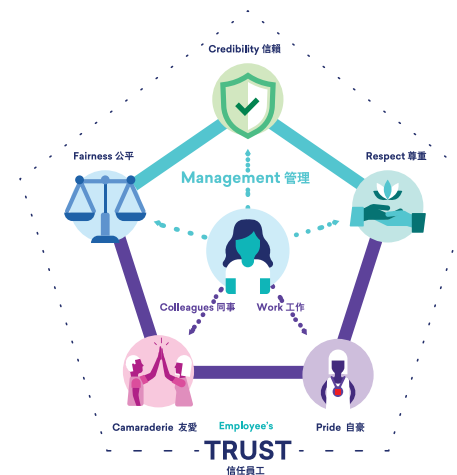
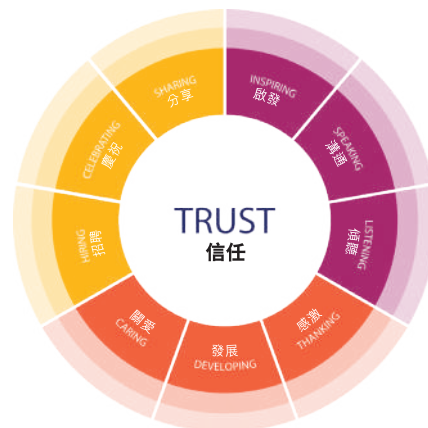
Source: FTSE Russell



Figure 5

長遠來看，榮獲“最佳職場™”榜單的公司，長期的業績表現是Russell等評級機構的三倍。在艱難時期，最佳職場顯示出抗性。當時機好轉，最佳職場也奠定業績增長的基礎。





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