

# Culture and technology powering the workplace of the future



Christine De Cock-Everaert  
@cdecock #GPTW4All

Director Affiliate Operations  
Great Place to Work

Cisco @mtremp

Cygni @jonperssoncygni

Nextdoor @MorelPml

Vivat @ArnoldFauquette

Our mission is to build a better world by helping organizations become great places to work for all.



# A Great Place to Work For All

Michael C. Bush, CEO,  
and the research team of Great Place to Work For All

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



**In the emerging economy,  
organizations have to create an  
outstanding culture for everyone,  
no matter who they are or what  
they do for the organization. They  
have to build Great Places to  
Work For All.**

FOR ALL.







FOR ALL

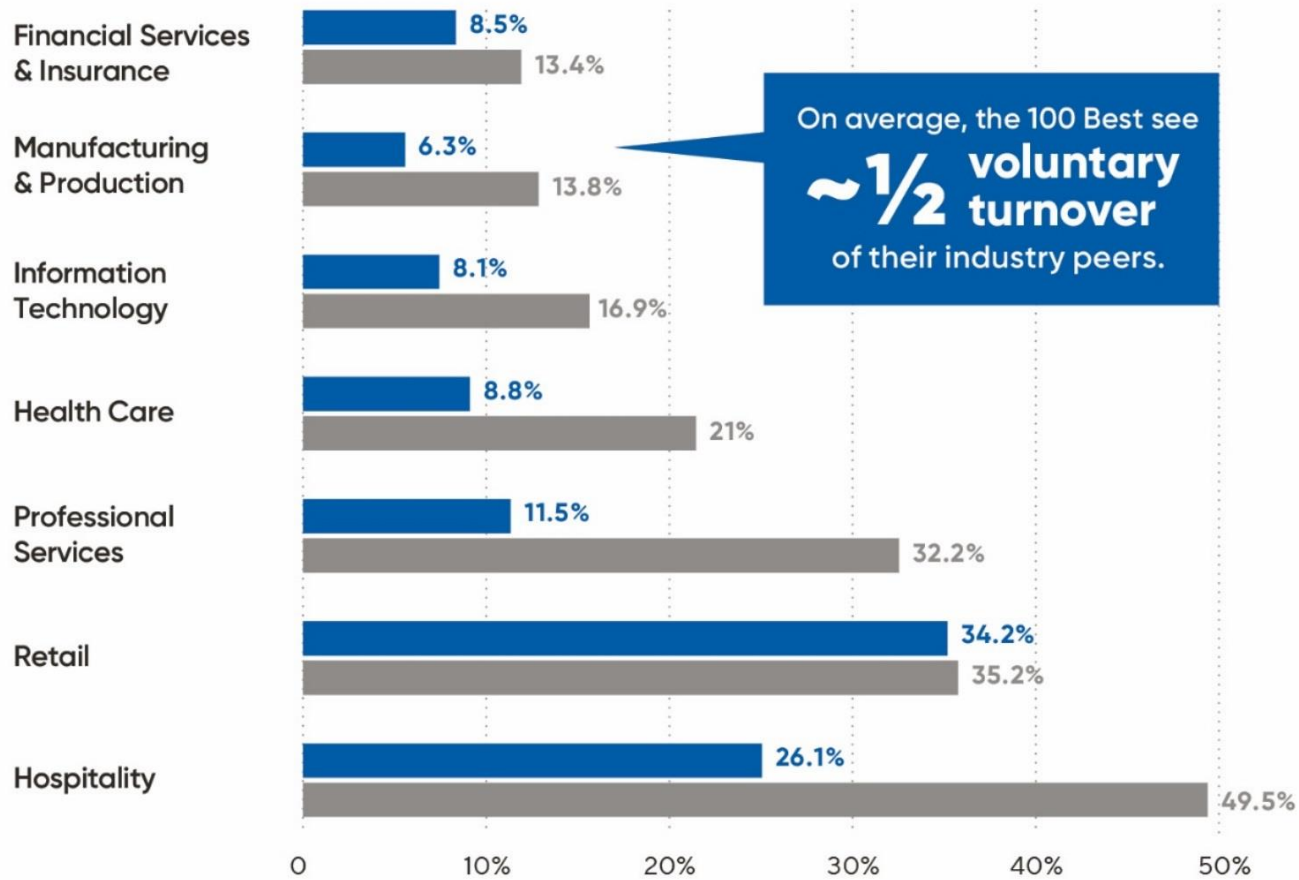
# FOR ALL

GREAT  
PLACE  
TO  
WORK®

# 50% less voluntary turnover

Figure 3

## High-Trust Cultures Enjoy Low Turnover



**Source:** 100 Best™ data provided by Great Place to Work. Comparative industry data provided by Bureau of Labor Statistics. “100 Best” data includes FT & PT turnover; BLS data includes the same in addition to turnover for temporary/contract workers.

■ 2017 100 Best Companies to Work For  
■ National Industry Average

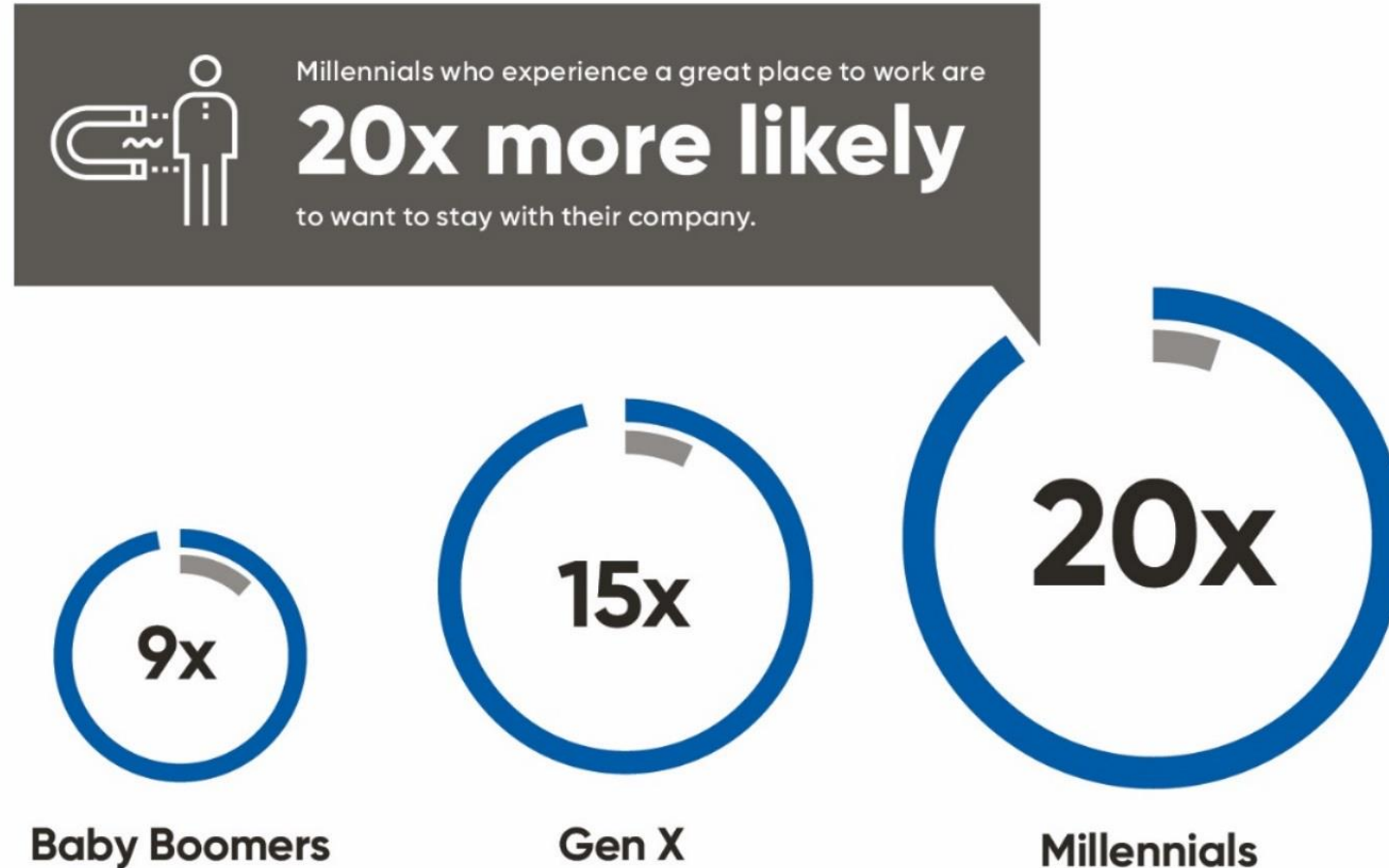


# Trust Drives x20 Millennial Retention

Figure 8

## Trust Drives Millennial Retention

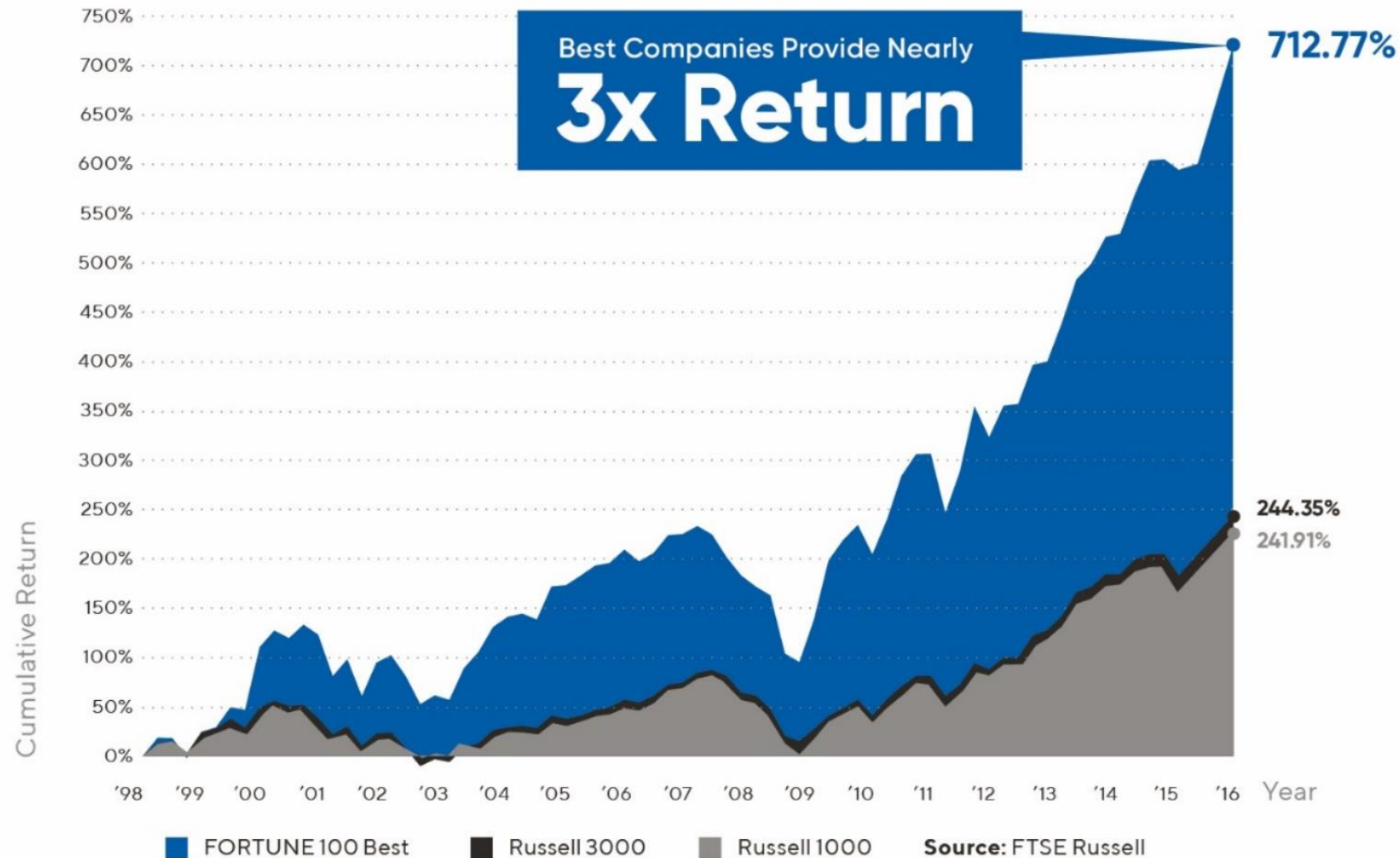
- Often/Almost Always a Great Place to Work
- Often/Almost Always **NOT** a Great Place to Work



# 3x Return on the Stock Market

Figure 2

## High-Trust Cultures Win in the Stock Market

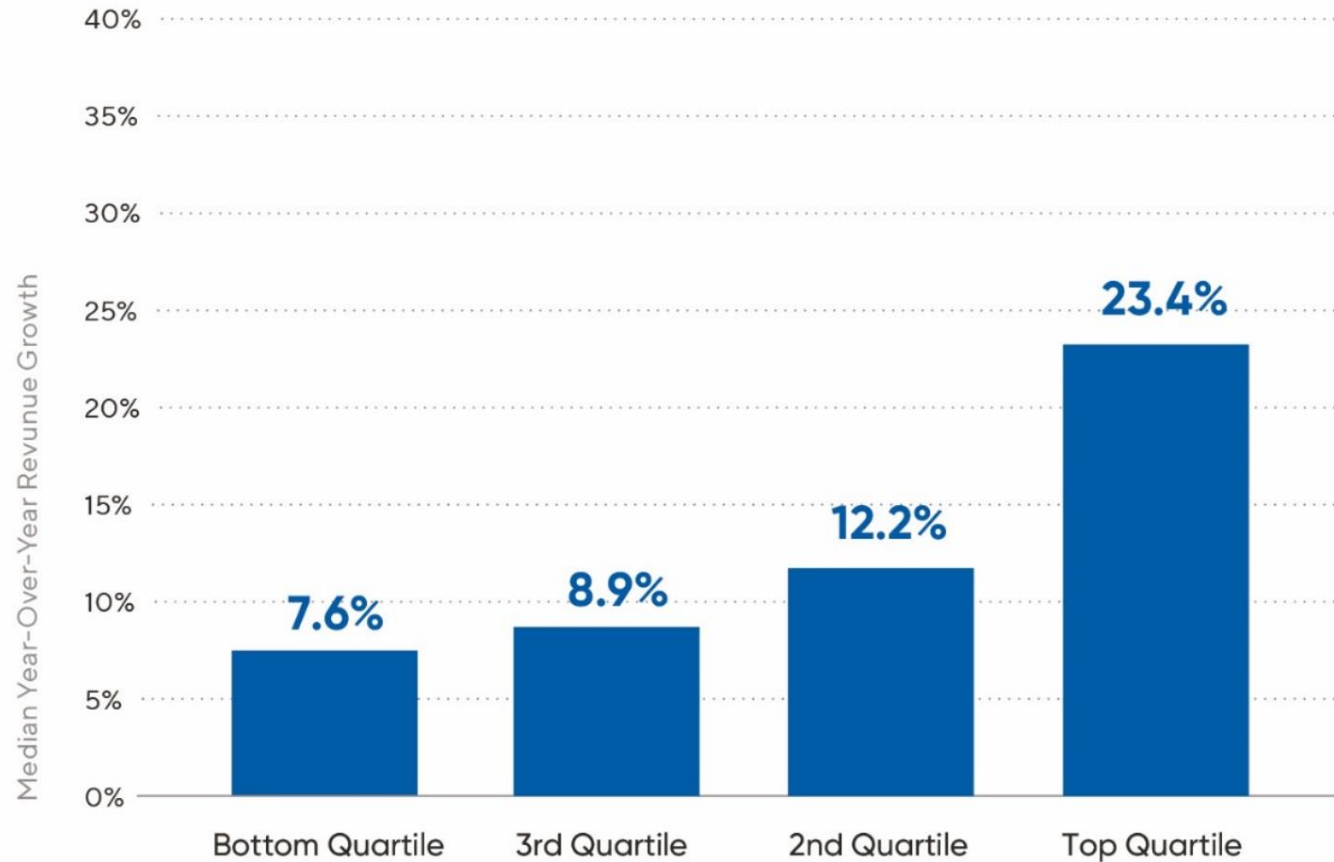


# Innovation fuels 3x Revenue Growth

Figure 11

## An "Innovation By All" Culture Fuels Revenue Growth

■ Certified Companies  
Ranked by Innovation  
Experience Results



**Source:** Great Place to Work analysis

Companies achieve 3x the median year-over-year revenue growth when their employees experience top versus bottom quartile innovation behaviors, as measured by the Trust Index®.



# Three Predictions for the Workplace of the Future

Based on our research as well as current and projected trends, we believe that the workplace culture of the future will be defined by three key trends:

1



**A Fairer Workplace  
For All Employees**

2



**Increased Focus on  
Developing All Employees**

3



**A Deeper Sense of Purpose  
For All Employees**

- CULTURE AND  
TECHNOLOGY  
POWERING THE  
WORKPLACE OF THE  
FUTURE