

America's Greatest Workplaces 2024

Direct Participation

New York

Newsweek

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AMERICA'S
GREATEST
WORKPLACES
2024

Newsweek

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America's Greatest Workplaces 2023, a large-scale study was conducted last year to recognize successful companies across America

As the modern workplace continues to evolve, optimizing employee experience is one of the most complex business challenges organizations are facing today.

Leading data analytics company **Plant-A Insights Group**, and **Newsweek** conducted a large-scale study, **America's Greatest Workplaces 2023**, to identify the best practices of highly successful companies to understand how they attract and retain top talent.

Through a rigorous analysis of more than 389,000 company reviews, **America's Greatest Workplaces 2023** found that the top employers in the US prioritized:

-  Corporate culture at a company
-  Career progression training in a company
-  Image & reputation of a company



Building on AGW 2023's success, we will be ranking **America's Greatest Workplaces 2024**

After the success of [America's Greatest Workplaces 2023](#), we are continuing our commitment to acknowledge workplaces that excel in enhancing employee experiences.



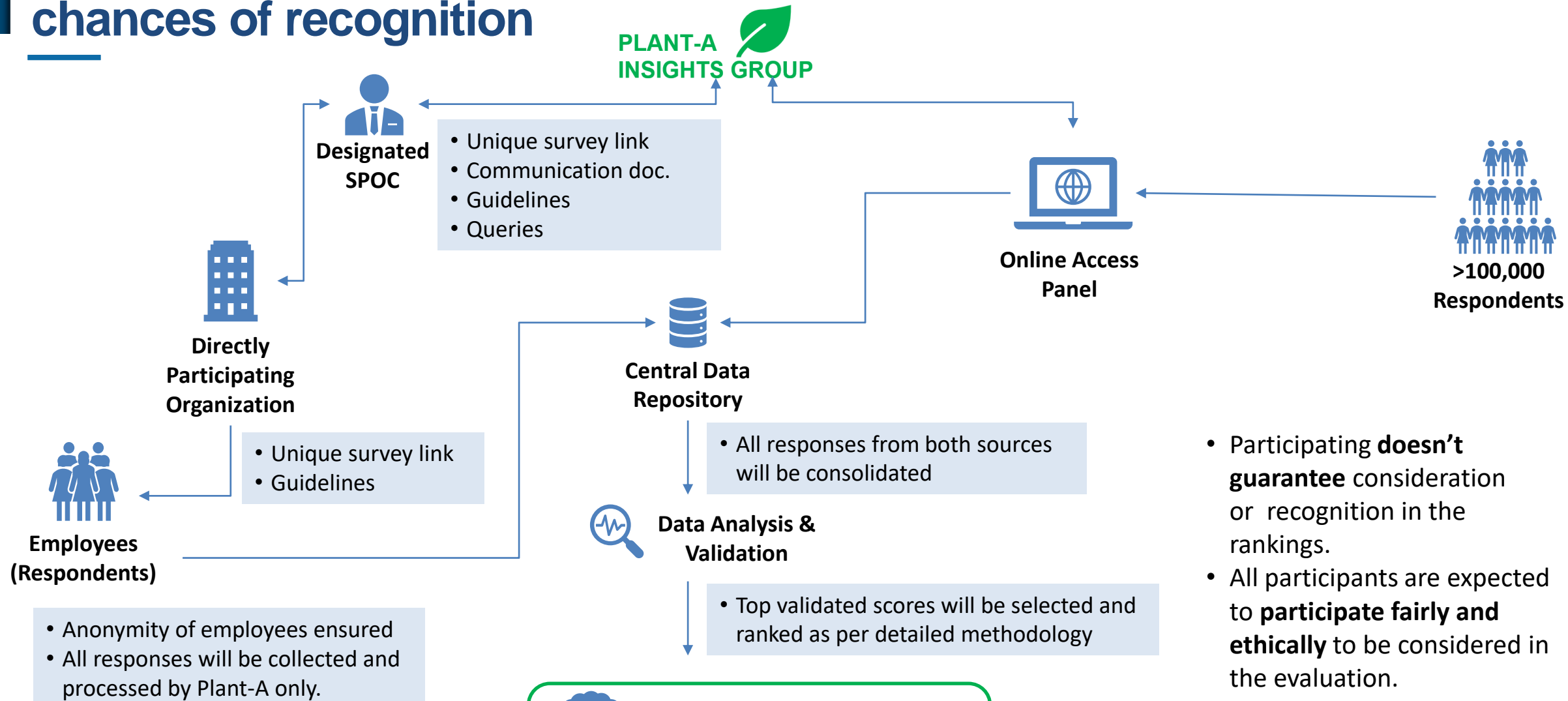
- Similar to last year's rankings, '**America's Greatest Workplaces 2024**' aims to recognize the greatest workplaces in the United States across various industries and categories.
- **Plant-A** and **Newsweek** plan to interview more than 100,000 employees in the US through an online access panel and direct participation of companies in the survey.
- To strengthen our efforts, **we are extending you the opportunity to participate** in the next wave of the research for '**America's Greatest Workplaces 2024**'.

You can be part of one of America's largest employee surveys

To make the 2024 study more comprehensive, we are partnering with companies **with more than 500 employees** in the US to **directly participate**.

- To participate in '**America's Greatest Workplaces 2024**', partner companies will share the survey link, provided by **Plant-A**, with eligible employees who work and live in the US.
- This process will allow partner companies to capture candid feedback directly from their employees to be analyzed for the study.
- It should be noted that it is **not mandatory** for a company to partner to be considered or to be recognized in the '**America's Greatest Workplaces 2024**' rankings. The independent survey will be robust enough for workplaces to be evaluated irrespective of the partnership.
- Additionally, partner companies are **not guaranteed** a ranking in '**America's Greatest Workplaces 2024**'.

Participate in the Direct Participation Survey and increase your chances of recognition



- Participating **doesn't guarantee** consideration or recognition in the rankings.
- All participants are expected to **participate fairly and ethically** to be considered in the evaluation.



America's Greatest Workplaces 2024 – Direct Participation Survey will be launching soon

Survey launch

October 2023

Survey execution will be conducted within guidelines and individual responses will remain anonymous.

Survey Open
Duration

2 Weeks

Communications support will be provided to partner companies to encourage participation.

Advanced notification **1 week prior** to launch date

America's Greatest Workplaces 2024 Methodology:

Results will be based on inputs from respondents living and working in the US for workplaces that employ at least 500 employees across all industry sectors. The survey will be conducted by an online access panel, where the respondents will be asked to either make a direct recommendation for a company they work for, or an indirect recommendation for companies they know as an employer.

Entrusting companies to regulate fair distribution of the survey for Direct Participation

- The participating workplaces are entrusted to be responsible and fair in circulating the survey link with their employees, ensuring potential for participation across all types and levels of functions, seniority, interest groups and demographics to prevent biased responses.
- The participating workplaces are entrusted to maintain the confidentiality of the survey and abstain from penalizing or incentivizing the employees to share inaccurate information.
- The participating workplaces are entrusted to abstain from providing multiple responses filled by the same employee or responses shared by bots. Such direct responses will be disqualified based on the evaluation by our fraud detection system.
- Any incomplete responses shared by the workplaces will not be considered for evaluation.
- The participating workplaces and their employees are entrusted not to copy the survey (in any way and means) and use it for their own or commercial purposes. The survey questionnaire and all information shared with the participants is the proprietary information of Plant-A Insights Group.
- All data collected during the survey is the property of Plant-A Insights Group. This includes all survey responses, participant demographics, and other data collected during the survey process.

Entrusting company employees for fair participation

- Plant-A guarantees the exclusive anonymous collection and evaluation of responses.
- The results for each company will be consolidated with the responses from the online access panel.
- The employees can, therefore, be guaranteed that within the framework of the evaluation, care will be taken to ensure that no conclusions can be drawn about any individual employees of the respective company.
- The survey link can be made available within the company via e-mail or on the intranet. The responses are hosted centrally by the online access panel provider, i.e., it does not require any technical requirements and, as a result, the relevant characteristic of an anonymous survey can be confirmed to the employees.
- Plant-A will provide a communication template for distributing the survey link to the employees with appropriate information about the anonymity of the survey and the use of the results.
- For better comparability across all companies, Plant-A is interested in communication that is as uniform as possible in connection with direct participation in the survey.

America's Greatest Workplace 2024 – Direct Participation Registration Form

Name of the company: _____

Headquarters address: _____

Employee count (range): _____

Annual revenue (range): _____

Industry of the company: _____

Survey launch date: _____

Point of contact for survey:

First name : _____

Last name : _____

Position: _____

Email: _____

Phone direct: _____

Cell: _____

Signature (I agree with the guidelines mentioned in the document)

I am interested in receiving a report and an offer to an analytics database based on the survey results.

Let's Get in Touch



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Plant-A Insights Group

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