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**GREAT  
PLACE  
TO  
WORK®**  
INSTITUTE  
SWITZERLAND

**Switzerland's Best Workplaces 2010**

**Award Ceremony**

**HWZ Hochschule für Wirtschaft**

**Zürich, April 30<sup>th</sup> 2010**

## Switzerland's Best Workplaces 2010

Great Place To Work® Institute conducted in 2009 – 2010 a survey about the Best Swiss workplaces. The survey was aimed at finding companies whose workplace is assessed as exceptional by people working in it. The Institute assessed companies, basing on its Model® of a *great place to work*: according to it three relationships are the foundation of employee's positive experience of the workplace, the trust relation between managers and employees, the relation of pride for the job and the company and good relations with the colleagues. The survey brought to the identification of 15 outstanding companies characterized by great workplaces cultures.



| Rank | Company Name  | Industry  | Employee number |      |       |
|------|---|---|-----------------|------|-------|
|      |   |   | Total           | Men  | Women |
| 1    | <b>NetApp Switzerland,</b><br>Wallisellen                           | Information Technology /<br>Storage/Data Management     | 55              | 49   | 6     |
| 2    | <b>Cisco Systems,</b><br>Zurich                                     | Information Technology                                  | 229             | 193  | 36    |
| 3    | <b>Hilti AG,</b><br>Schaan, FL                                      | Manufacturing & Production /<br>Machinery and equipment | 1897            | 1539 | 358   |
| 4    | <b>Novozymes Switzerland AG,</b><br>Dittingen                       | Biotechnology &<br>Pharmaceuticals /<br>Biotechnology   | 55              | 31   | 24    |
| 5    | <b>Microsoft Switzerland Ltd</b><br><b>Liab. Co,</b><br>Wallisellen | Information Technology                                  | 422             | 350  | 72    |
| 6    | <b>Novo Nordisk,</b><br>Zurich                                      | Biotechnology &<br>Pharmaceuticals /<br>Pharmaceuticals | 157             | 78   | 79    |
| 7    | <b>Federal Express Europe Inc.,</b><br>Meyrin                       | Transportation / Airline /<br>Commercial Transportation | 426             | 331  | 95    |
| 8    | <b>Abbott,</b><br>Baar and Beringen                                 | Pharmaceuticals &<br>Biotechnology                      | 395             | 157  | 238   |
| 9    | <b>Biogen Idec International,</b><br>Zug                            | Biotechnology &<br>Pharmaceuticals /<br>Biotechnology   | 149             | 77   | 72    |

| Rank | Company Name                                | Industry  | Employee number |      |       |
|------|---|---|-----------------|------|-------|
|      |   |   | Total           | Men  | Women |
| 10   | <b>Philips AG Schweiz,</b><br>Zurich        | Electronics   | 218             | 163  | 55    |
| 11   | <b>Medtronic Schweiz,</b><br>Münchenbuchsee | Health Care / Medical<br>sales/distribution             | 100             | 56   | 44    |
| 12   | <b>Janssen-Cilag AG,</b><br>Baar            | Biotechnology &<br>Pharmaceuticals /<br>Pharmaceuticals | 110             | 60   | 50    |
| 13   | <b>Mars Schweiz AG,</b><br>Zug              | Advertising & Marketing / Food                          | 108             | 59   | 49    |
| 14   | <b>McDonald's,</b><br>Crissier              | Hospitality / Food and<br>Beverage Service              | 3796            | 1350 | 2446  |
| 15   | <b>Phoenix Contact AG,</b><br>Tagelswangen  | Electronics   | 72              | 48   | 24    |

## Methodology

Participants in this study are evaluated with the same basic methodology Great Place to Work® Institute uses all over the world. The methodology combines the results from the employee survey Trust Index© and the study of company's people management practices, Culture Audit©. The opinion of the employees is the most important element of the evaluation, accounting for 2/3 of the total score, with the people management practices analysis accounting for the remaining 1/3.

### **Trust Index© Survey**

The employee survey Trust Index© is a standardized survey tool developed by the Great Place to Work® Institute Inc. The survey includes 59 statements related to the five dimensions of the Great Place to Work® Model©. The employees respond anonymously to each statement on a scale of five positions: "almost always untrue", "often untrue", "sometimes untrue, sometimes true", "often true" and "almost always true". The survey also includes two open-ended questions and demographics.

A random statistically significant sample of all employees - including management - in each company is invited to complete the survey.

### **Culture Audit©**

The Culture Audit© is an analysis of the value system, policies and practices that support the working environment and culture in the organization. The Culture Audit© is evaluated basing on a standardized methodology developed by Great Place to Work® Institute.

### **The selection process**

The selection process is aimed at identifying the great workplaces. The process starts with a prospection of companies that are potentially excellent

workplaces. After an initial screening, the Institute selects the organizations that participate in the final phase of the research. This stage consists in rolling out the employee Trust Index® survey inside each of those companies and studying their culture in depth, by the Culture Audit®. From all the companies participating in the final phase Great Place To Work® selects the Switzerland's Best Workplaces.

## The Dimensions of a Great Place to Work®

**Credibility** means managers regularly communicate with employees about the company's direction and plans - and solicit their ideas. It involves coordinating people and resources efficiently and effectively, so that employees know how their work relates to the company's goals. It's the integrity management brings to the business. To be credible, words must be followed by action.

**Respect** involves providing employees with the equipment, resources, and training they need to do their job. It means appreciating good work and extra effort. It includes reaching out to employees and making them partners in the company's activities, fostering a spirit of

collaboration across departments and creating a work environment that's safe and healthy. Respect means that work/life balance is a practice, not a slogan.

**Fairness** - At an organization that's fair, economic success is shared equitably through compensation and benefit programs. Everybody receives equitable opportunity for recognition. Decisions on hiring and promotions are made impartially, and the workplace seeks to free itself of discrimination, with clear processes for appealing and adjudicating disputes. To be fair, you must be just.

**Pride and Camaraderie** - The final two dimensions of the Institute's model relate to workplace relationships between employees and their jobs/company

## Great Place to Work® Institute Switzerland

The Great Place To Work® Institute opened its Swiss office in Zurich in mid 2008. The Institute conducted the first survey in the Country between 2008 and February 2009 and this year presented the second Best Workplaces list.

Great Place to Work® Institute Switzerland is Affiliate of an international research and management consultancy with offices throughout the world. Great Place to Work® Institute has been evaluating employers, listening to their employees since 1980, to understand what makes a workplace great. The Institute conducts research in **44 countries** Worldwide, more than **3 800 companies**

| Dimension   | How it plays out in the workplace   |                       |
|---|---|-----------------------|
|    | <p><b>Credibility</b></p> <ul style="list-style-type: none"> <li>• Communications are open and accessible</li> <li>• Competence in coordinating human and material resources</li> <li>• Integrity in carrying out vision with consistency</li> </ul>                            | T<br>R<br>U<br>S<br>T |
|    | <p><b>Respect</b></p> <ul style="list-style-type: none"> <li>• Supporting professional development and showing appreciation</li> <li>• Collaboration with employees on relevant decisions</li> <li>• Caring for employees as individuals with personal lives</li> </ul>         |                       |
|    | <p><b>Fairness</b></p> <ul style="list-style-type: none"> <li>• Equity - balanced treatment for all in terms of rewards</li> <li>• Impartiality - absence of favoritism in hiring and promotions</li> <li>• Justice - lack of discrimination and process for appeals</li> </ul> |                       |
|   | <p><b>Pride</b></p> <ul style="list-style-type: none"> <li>• In personal job, individual contributions</li> <li>• In work produced by one's team or work group</li> <li>• In the organization's products and standing in the community</li> </ul>                               |                       |
|  | <p><b>Camaraderie</b></p> <ul style="list-style-type: none"> <li>• Ability to be oneself</li> <li>• Socially friendly and welcoming atmosphere</li> <li>• Sense of "family" or "team"</li> </ul>  |                       |

participate and more than **10 million** employees in the companies are impacted by the survey.

## **Consulting Services**

Great Place to Work® Institute consulting services are based on 25 years of researching Best Companies, and our in-depth knowledge of how companies transform can help you achieve higher levels of productivity and profit. Through our assessment and advisory services, we can help you to measure, benchmark, and positively impact employees' experiences of your organization.

### **Assessment, Evaluation and Planning**

The Institute offers a variety of services to companies wishing to improve their workplace:

- The **Trust Index® Employee Survey** measures employees' perceptions of the quality of their workplace relationships.
- Our exclusive **Trust Audit® Focus Group** process for in-depth analysis of trust within the organization
- The **360° Trust Appraisal®** helps the manager build trust in his team.
- The **Action Planning** Methodology guides managers through the process of reviewing their Trust Index® Employee Survey results, choosing focus areas, and taking action.

### **Advisory Services and Customized Support**

Our goal is always to equip leaders of organizations with the knowledge and tools they need to create and sustain great workplaces on their own. Our team of Institute consultants is available to support clients in a variety of ways, including transformation project planning and support, customized training workshops, and leadership development programs. Institute team members are available to give speeches, presentations, and workshops on topics related to workplace trends, building trust, and creating a great place to work®.

## **Contact Information**

To learn more about Great Place to Work® Institute please visit us at <http://www.greatplacetowork.ch>

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