

# Strengthen Your Employer Brand & Recruit Top-Level Talent

Businesses that achieve the Great Place to Work Certification® see a **20% increase in quality candidates** on average, increased referrals, and improved retention.



## What is the Great Place to Work Certification?

Great Place to Work is the top globally-recognized employer certification.

Great Place to Work is informed by over 30 years of research, benchmarking data, and employee feedback—meaning candidates can be confident that the culture claims of certified companies are based on facts.

## How it Works

We make it easy to survey your employees, uncover actionable insights, and get proof of your great workplace culture.

1

### Survey Your Employees

Survey all employees over a 2-week period. Surveys take employees about 5 minutes to finish

2

### Complete the Culture Brief

Fill out a short questionnaire about your workforce and workplace culture

3

### Get Certified

Meet the benchmark for a 12-month certification and you'll be eligible for more than a dozen additional recognition opportunities

4

### Impact Recruiting

Increase the number and quality of candidates you get by an average of 20%

# Get Certified to Get Results

## Unlock your recruiting advantage

and equip yourself with free marketing materials and industry benchmarking data.



### Employee Engagement & Retention

- Track satisfaction, identify employees that need more attention, and make informed improvements
- Learn what benefits and programs employees value most
- Decrease turnover by 50% and achieve 25% higher retention of millennial employees



### Featured Company Profile

Be seen on greatplacetowork.com as an employee-validated great workplace



### Promotional Materials

- Get the Great Place to Work certification badge to use in recruiting campaigns and assets
- Utilize a full digital toolkit with social media images, press materials, shareable content and more



### Insights & Benchmarking

- Easily access employee feedback and quantifiable data on your workplace culture to make smarter culture decisions
- Analyze employee data by department, job role, managerial level, and more identify patterns
- Compare results to competitors and top workplaces



### Ready to Get to Certified?

Talk to a care intelligence specialist

[www.homecarepulse.com/demo](http://www.homecarepulse.com/demo)