

# 2020 Outside's Best Places to Work

**REGISTRATION DEADLINE: June 12, 2020**



## What is Outside's Best Places to Work?

Outside's Best Places to Work is a survey competition to determine which participants are the best employers. The process is managed by Best Companies Group (BCG) and winners are published by Outside magazine.

## What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the US, Canada and the UK.

## Why participate?

By participating, you can find out if you are one of the nation's best employers in the outdoor industry! It can also result in significant organizational benefits for entrants:

**1) Heightened Company Pride.** If your company appears on the list, it could improve employee morale and retention.

## 2) Public Relations and Marketing Advantage.

Companies can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.

## 3) The Employee Feedback Report:

While participation is FREE (for the online employee survey), participants can pay as little as \$790 to receive their Employee Feedback Report detailing the company's employee responses. Also included are national employee and employer benchmarks.

## Who can participate?

In order to participate, you must:

- Be a for-profit or not-for-profit business or government entity
- Be a publicly or privately held business
- Have a facility in the United States
- Have a minimum of 15 permanent employees working in the United States
- Must be in business a minimum of 1 year
- Produce products and/or provide services that align with the core principles of Outside Magazine

## Assessment Description

The process includes 2 surveys to gather detailed data about each participating company. BCG conducts the surveys, analyzes the data and determines the winners and rankings.

## Part I – Employer Benefits & Policies

**Questionnaire:** The employer completes an online survey, detailing company policies, practices, benefits and demographics.

## Part II – Employee Engagement & Satisfaction

**Survey:** Employees complete a survey of in-depth statements using a scale of 5 points ranging from "Agree Strongly" to "Disagree Strongly." The survey also includes 7 demographic and 2 open-ended questions. It can be given online or by paper, if a full company employee email list is not available.

## What does it cost?

| # of US Employees | # Employees Surveyed     | Online Fee <sup>(1)</sup> | Paper Fee <sup>(2)</sup> |
|-------------------|--------------------------|---------------------------|--------------------------|
| 15-24             | All                      | FREE                      | \$290                    |
| 25-99             | All                      | FREE                      | \$435                    |
| 100-199           | All                      | FREE                      | \$565                    |
| 200-499           | Up to 250 <sup>(3)</sup> | FREE                      | \$645                    |
| 500-2499          | 350 <sup>(3)</sup>       | FREE                      | \$745                    |
| 2500+             | 400 <sup>(3)</sup>       | FREE                      | \$900                    |

1) Review the Assessment Process page to learn about this email-based survey before selecting this option 2) Fees are non-refundable 3) Employees are randomly selected

## Announcing & Recognizing the Winners!

Winning companies will be notified in writing whether or not they made the list in early September. The final rankings will be published by Outside magazine in November 2020. Non-winning companies are not publicly revealed.

**For more information or to register visit the website below or call BCG at 1-877-455-2159.**

**[www.BestPlacestoWorkOutside.com](http://www.BestPlacestoWorkOutside.com)**

**Brought to you by: Outside magazine, the Outdoor Industry Association and Best Companies Group.**