

2021 OUTSIDE'S BEST PLACES TO WORK

REGISTRATION DEADLINE:

June 11, 2021



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 Outside's best employers! It can also result in significant organizational benefits for entrants:

- **Heightened Company Pride:** If your company appears on the list, it could improve employee morale and retention.
- **Public Relations and Marketing Advantage:** Organizations can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.
- **The BCG Insights Report Package:** While participation is FREE (for the online employee survey), participants can pay as little as \$790 to receive their Insights Report Package detailing the company's employee responses. Also included are industry employee & employer benchmarks.

Who Can Participate?

- 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 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**
- **Outside Magazine reserves the right to determine a company's eligibility based on whether their corporate principles and ethos align with the standards set forth by "Outside's Best Places to Work."

Assessment Description

The process includes two 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 Questionnaire (EQ):** The employer (main company contact) will complete this survey, detailing company policies, practices, benefits and demographics. The employer will be asked to complete the EQ online.
- **Part II – Employee Engagement & Satisfaction Survey (EES):** The employee survey is an in-depth set of statements (78) that employees will be asked to respond to on a 1-5 Likert scale of "Strongly Disagree" to "Strongly Agree". This section of the survey will also include two (2) open-ended questions, and seven (7) demographic questions. If e-mail and internet technology is not available for use by company employees, BCG also has paper surveys available.

Announcing & Recognizing the Winners!

The contact at each company is notified of their status prior to the release of the winner rankings in August 2021. Non-winning organizations are not publicly revealed. The event and publication will be held/take place in November 2021.

What Does It Cost?

# of Employees	# Employees Surveyed	Online Fee	Paper Fee
15-24	All	FREE	\$310
25-99	All	FREE	\$455
100-199	All	FREE	\$585
200-499	Up to 250*	FREE	\$665
500-2499	350*	FREE	\$765
500+	400*	FREE	\$920

*Employees are randomly selected

For more information or to register, please visit

www.BESTPLACESTOWORKOUTSIDE.com

or contact the program coordinator, Christopher Miller at 717-323-5240 or at CMiller@BestCompaniesGroup.com