

Best Companies Group▶▶▶

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www.bestcompaniesgroup.com

CREDIBLE

THOROUGH

TESTED

PHD
APPROVED

WORKPLACE ASSESSMENT

Best Companies Group (BCG) is perhaps most well-known for our identification and recognition of Best Places to Work all over the world. Our two-part assessment process is extremely thorough because it takes into account not only the employment practices and policies of employers, but also the feedback of their employees.

To collect data about employers, we administer our Employer Benefits & Policies Questionnaire to all program participants. To collect employee feedback, we administer our Employee Engagement & Satisfaction Survey. Both survey tools were designed by nationally-distinguished technical and academic leaders. Their experience and expertise yields sound, comparative data. Because the data is so credible, we not only identify and rank outstanding places to work, but also generate actionable reporting that employers use to increase employee engagement and satisfaction.

SURVEY PLATFORM

We design and administer our fully-secure surveys using Verint Systems, the leading provider of actionable intelligence solutions. Powerful, scalable and easy to use, Verint Systems works with organizations like ours in more than 180 countries.

Our employee and employer response data is validated using statistical significance testing, ranking methodologies, benchmark analysis, and linear regressions. We work with Verint Systems because of their experience, bandwidth and attention to security; all of which is required to ensure survey projects that meets our high standards of process and technological integrity.

CREDIBILITY STATEMENT

Best Companies Group is committed to producing highly-credible results in all the research projects we conduct, including workplace assessments for the Best Places to Work, Best Companies, and Best Employer programs we manage worldwide.

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EXPERT ENDORSEMENTS

The following people have deep knowledge of and have subsequently endorsed our assessment tools and reports.

Ava S. Wilensky, PhD

Dr. Wilensky holds a PhD in human resource development and is a certified workplace mediator. She specializes in workplace culture, strategic human resources, and the design and analysis of employee and organizational surveys. With over 30 years of experience, Dr. Wilensky has worked with companies ranging from the Fortune 100 to nonprofits and associations. Her research on leadership and workplace culture has been published in academic journals and national magazines, while her lectures and presentations have been published in the proceedings of professional conferences. Dr. Wilensky is co-author of the book, *There Is No Place Like Work: Seven Leadership Insights for Creating a Workplace to Call Home* (Gibbs Smith, 2006).

Albert Madansky, PhD

Dr. Madansky is the H.G.B. Alexander Professor of Business Administration Emeritus in the University of Chicago Booth School of Business and has been a faculty member since 1974. In addition to teaching a variety of courses in statistics and econometrics, he has taught business economics, information science, marketing, business policy, as well as a course entitled “Great Books in Business.” For his research in statistics, Madansky has been named a fellow of the Center for Advanced Study in the Behavioral Sciences, a fellow of the American Statistical Association, a fellow of the Institute of Mathematical Statistics, and a fellow of the Econometric Society. He was also a 2005 recipient of the American Statistical Association Founders Award. His long career includes being a researcher at the RAND Corporation; senior vice president at the Interpublic Group of Companies; president of Dataplan, Inc.; and co-founder and vice president of The Analytical Group, Inc., a software development and data processing firm for the marketing research industry. His prior academic positions include terms as professor of mathematics and econometrics at UCLA, professor of marketing and econometrics at Yale, and chairman of the department of computer sciences at City College of New York.

Scott Cawood, Ed.D., CCP, GRP

Dr. Cawood is president and CEO of WorldatWork, the premier global Human Resources & Total Rewards Association. Prior to joining WorldatWork, Scott was the Leader of Organizational Effectiveness at W.L. Gore & Associates Inc., the maker of Gore-Tex. Scott has served as the president of Synogy, a global compensation and sales software company where he began as its chief operations and people officer. Scott has also held executive positions at Revlon and the Great Place to Work Institute, which selects Fortune’s 100 Best Places to Work.

