

GREAT PLACE TO WORK®

BUILDING GREAT WORKPLACES

In a bustling Colombo boardroom, business leaders gather, their faces a mix of determination and optimism. They face many challenges: talented employees leaving for better opportunities, AI reshaping industries overnight, and rapidly evolving workplace expectations. The competition for top talent is fiercer than ever, and the stakes are higher. One question stands out: it's no longer whether to invest in workplace culture, but how to do it in a way that truly matters.

This is where Great Place To Work® comes in. As the global authority on workplace culture, Great Place To Work's mission is to make every place a great place to work for all. Annually, they work with over 180,000 customers and 20 million employees across 170 countries.

They empower leaders with the recognition and tools to foster cultures that retain talent, drive business growth, and elevate employer brands. Backed by 30+ years of data, used by Fortune 100 Best Workplaces, their proprietary methodology helps organizations truly understand and enhance the employee experience, unlocking the full potential of every team member.

In Sri Lanka, they combine this global expertise with deep local insight to help organizations of all sizes—from multinationals to SMEs—build and sustain high-trust, high-performance workplace cultures that drive business success for everyone. Leveraging globally standardized tools, insights, consulting services and recognition opportunities, they help create consistently better employee experience and foster workplace culture that is proven to unlock potential to drive business and improve lives.





WHAT MAKES A GREAT WORKPLACE?

A great workplace is a culture where employees feel valued, heard, and connected to a shared purpose.

The foundation of their approach lies in two globally benchmarked tools:

- The Trust Index™ Survey which captures employee voice.
- The Culture Audit™ that evaluates leadership and people practices

These tools provide leaders with actionable insights, helping them identify strengths and areas for improvement. But they don't stop at data.



A PHILOSOPHY ROOTED IN CONTINUOUS IMPROVEMENT.

At the heart of Great Place To Work's approach is their mission which is rooted in the belief that when employees feel trusted, respected, and empowered, they perform at their best. Pride in their work, a sense of purpose, and ownership thrive in environments that are hospitable and caring. It's not just about creating happy employees—it's about creating workplaces where people and businesses can thrive together.

This philosophy is not just about recognition—it's about commitment towards continuous improvement. By empowering organizations to listen to employees and analyze workplace culture through data, as well as guiding leaders to take meaningful action, they enable environments where trust, pride and camaraderie are the foundation of success.

TAILORED SUPPORT FOR CULTURE ENHANCEMENT

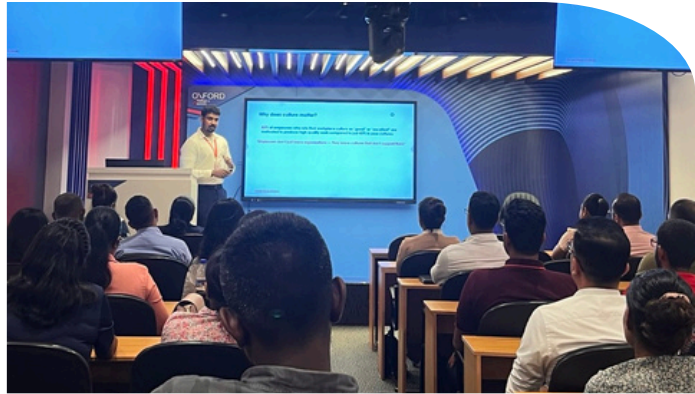
Great Place To Work understands that every organization is unique, which is why their culture consulting services are tailored to meet organizations at any stage of their journey. Whether it's interpreting survey results, designing actionable plans, or facilitating leadership workshops, they provide the tools and guidance managers need to build high-trust teams. By equipping managers with the mindset to lead effectively, they empower organizations to create cultures that are not only high-performing but also sustainable.

THE POWER OF SHARED LEARNING

Great Place To Work also fosters shared learning through their events, quarterly workshops, and the annual regional conference. From CXO roundtables to public webinars, these interactions bring together diverse voices to explore what makes workplaces thrive, thus sparking new ideas, building a sense of community, and reinforcing the belief that great workplace culture is achievable.

THE IMPACT OF RECOGNITION

Recognition is a powerful motivator. Great Place To Work Certification™ and Best Workplaces™ lists position organizations as employers of choice, through the voice of their own employees - helping organizations use employee validation to attract top talent in a competitive market. Beyond the external benefits, recognition substantiates the efforts of leaders and teams, inspiring them to continue building a great workplace.



WHY CULTURE IS A STRATEGIC ASSET

Their Global research shows that organizations with high-trust cultures achieve:

- 3x higher financial performance
- 50% better employee retention
- Foster innovation by all, not just a few
- Build resilient, high-performing teams

In Sri Lanka, these insights are more relevant than ever. With talent migration on the rise, organizations must create environments where employees want to stay and grow. At the same time, the adoption of AI and other technological advancements demands agile, adaptive teams that are ready to take on new challenges.

Investing in workplace culture is no longer optional—it's essential.

A MESSAGE TO BUSINESS LEADERS

Culture is not a cost—it's your best investment. Great leaders know that when you take care of your people, they take care of your business.

By partnering with Great Place To Work, organizations will gain access to:

- Data driven insights into your culture
- Global benchmarking and recognition
- Enhance employer branding
- Strategic support for business growth

Whether their goal is to boost retention, spark innovation, or expand globally, Great Place To Work will turn workplace culture into a powerful competitive advantage.

Start Your Journey

For business leaders ready to take the first step, the journey begins with listening. The Trust Index™ survey reveals your employees' true experiences and highlights where change is needed. From there, Great Place To Work guides organizations through analysis, action planning, and recognition—turning intention into impact.

Ready to build and sustain a high-trust, high-performance culture?

Connect with Great Place To Work® in Sri Lanka today.

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www.greatplacetowork.lk