

# COOL PLACES TO WORK IN MICHIGAN - 2017

**REGISTRATION DEADLINE: April 7, 2017**

## What is Cool Places to Work in Michigan?

Cool Places to Work in Michigan 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 in Crain's Detroit Business.

## 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 state's best employers! 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:** Included with registration, participants will receive their Employee Feedback Report detailing the company's employee responses. Also included are Michigan state employee and 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 state of Michigan
- Have a minimum of 15 employees working in the state of Michigan
- Must be in business a minimum of 1 year

## 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 MI Employees	# Employees Surveyed	Online Fee <sup>(1)</sup>	Paper Fee <sup>(2)</sup>
15-24	All	\$655	\$ 860
25-99	All	\$680	\$1,030
100-199	All	\$780	\$1,260
200-499	Up to 250 <sup>(3)</sup>	\$830	\$1,390
500-2499	350 <sup>(3)</sup>	\$900	\$1,560
2500+	400 <sup>(3)</sup>	\$940	\$1,755

*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!

The contact at each company is notified of their status prior to the release of the winner rankings in Crain's Detroit Business in August. Non-winning companies are not publicly revealed. Crain's will publish a list of the winners along with vital information about the companies; Crain's will then work with winners on additional, enhanced ways to tell their stories.

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

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

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