

COOL PLACES TO WORK IN MICHIGAN

REGISTRATION DEADLINE:

March 5, 2021

What is the Cool Places to Work in Michigan program?

The 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 by 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 Michigan'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:** All participating companies will receive the results of the employee survey, identifying the strengths and weaknesses of their workplace according to what their employees had to say. The report package is used to identify the opportunities that exist to build a better workplace.

Who Can Participate?

- Be a publicly or privately held business
- Be a for-profit, not-for-profit business or government entity/municipality
- Have a facility in Michigan
- Have a minimum of 15 full-time or part-time employees working in Michigan
- Must be in business a minimum of one year

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. Non-winning organizations are not publicly revealed.

CRAIN'S 2021
COOL
PLACES
TO WORK

What Does It Cost?

# of Michigan Employees	# Employees Surveyed	Online Fee	Paper Fee
15-24	All	\$675	\$945
25-99	All	\$700	\$1,115
100-199	All	\$800	\$1,345
200-499	Up to 250*	\$850	\$1,475
500-2499	350*	\$920	\$1,675
2500+	400*	\$960	\$1,840

*Employees are randomly selected

For more information or to register, please visit

www.CoolPlacestoWorkMI.com

or contact the program coordinator, Gabriela Marushak at 717-323-5217 or at GMarushak@BestCompaniesGroup.com