**Great Place to Work Program Page**

Header image: Great Place to Work Header Image

Page name: Great Place to Work

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**Section 1**

Intro paragraph:

* As the company known for their global authority in workplace culture, Great Place to Work provides Northwell with the ability to annually pulse our team members, listening to their needs allowing us to continuously improve and enhance their experience. This application allows our organization to be considered for recognition lists such as the Fortune 100 Best Places to Work For® showcasing the quality of our workplace culture throughout the nation & abroad.
* Remove CTA

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**Section 2**

Purple box:

* Photo: Fortune 100 Celebrations
* Headline: Fortune 100 Best Company to Work For®
* Copy: A goal set in 2012 - continue to enhance the overall team member experience to keep our people engaged while validating our work efforts through recognition on the Fortune 100 Best Companies to Work For® list – brought to reality into 2020. Fifteen questions that focused on diversity and inclusion, giving back to our communities, caring for our people, celebrating them and so much more were analyzed landing us 93 out of 100. Read our organization’s story by clicking the link below.
* CTA: Great Place to Work 2020 Application (link to 2019-2020 Northwell Health Great Place to Work Application.pdf)

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**Section 3**

Video: Remove video but can we design four photos across the page instead? We’re trying to showcase the multiple awards we’ve received. Below outlines the photos:

* GPTW Certified (image saved in folder)
* Fortune 100 Best-2020 (image saved in folder)
* gptw\_diversity\_rgb\_1600 (image saved in folder)
* Healthcare & Biopharma\_GPTW Logo (image saved in folder)

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**Section 4**

Copy section:

* Headline: Application Process
  + Copy:
    - Since 1998, Great Place to Work has been the data scientists behind the Fortune 100 Best Companies to Work For® list. Using their rigorous methodology, they gather and evaluate employee feedback and recognize companies who have built high-trust, high-performance company cultures.
    - Their research is backed by data compiled from over 100 million employee engagement surveys around the globe. Every year, they conduct the world's largest study of workplace excellence and hold the gold standard benchmarks for our country, industry, location and more.
    - This annual application is comprised of three parts that each company needs to complete in ordered to be considered for their recognition lists:
      * Survey – administered for two weeks to over 5,000 team members, the survey analyzes five focus areas: credibility, respect, fairness, pride and camaraderie. In-depth reports provide another avenue to listen to our team members giving us the opportunity to enhance our tactics and programs enhancing the overall team member experience.
      * Culture Brief – a series of questions aimed to outline our organization’s demographic and statistical data to support the application process and identify which lists we are eligible for.
      * Culture Audit – our written response to a series of questions showcasing how Northwell is a great place to work. This step needs to be specifically be completed in order to be considered for the Fortune 100 Best Companies to Work For®.
    - Applying to Great Place to Work continues to support our employee engagement strategy, helps us retain and attract top talent, allows for another listening opportunity for our team members to share their voice giving us insight on areas within our organization we can improve, and finally compares us to the best-of-the-best.
* Headline: 2020-2021 Overview
  + Copy:
    - In response to COVID-19, Great Place to Work adjusted the application timeline and culture audit question to accommodate the response to the novel virus. While Northwell still completed the survey and culture brief, the culture audit was only comprised of a single question with a 6,000 word limit: Tell us about the bold acts of leadership your organization has taken in response to the COVID-19 crisis to create a great workplace For All for your people, in your community or in the world.
    - Through our response we were able to dictate how we came together as an organization to care for our team members and communities. There’s no doubt that we banded together as one to fight this virus and support our people. Read our response here.
* Headline: 2022 application
  + In support of next year’s application process, we will have to complete the three steps needed to apply. Great Place to Work is once again adjusting their culture audit questions to support their For All model focused on:
    - Innovation by all
    - Leadership effectiveness
    - Values
    - Maximizing human potential
    - Trust
  + The 2021-2022 questions are as follows:
    - Trust: What key qualities make your organization a great place to work? How do you create this unique environment – and why do you do it?
    - Maximizing human potential: How do you ensure everyone – regardless of who they are or what job they do – is a full member of your organization and can reach their highest potential?
    - Value: What are your organization’s values or guiding principles? Please share three specific examples of how you have put them into practice.
    - Leadership effectiveness: What is your strategy and philosophy for ensuring a successful business? How are strategy, business direction, and goals developed and communicated across the organization?
    - Innovation by all: How does your organization involve employees in developing new ideas and better ways of doing things that result in real improvements to your business performance?
  + Our 2021-2022 application will need to be completed by August 2 in order to be considered for the Fortune 100 list. We will update the site with the project timeline once determined.
  + If you have content to support next year’s application or have any questions please reach out to Melissa McLaughlin.

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**Section 5**

Rotating content:

* Slide 1
  + 2020 survey results
    - Photo
    - Headline: 2020 Survey Results
    - Copy: The Trust Index survey is a critical component of our application to continue to be recognized as a Fortune 100 Great Place to Work. August 17th-31st, the survey was distributed to 5,000 team members across Northwell Health. Over the two-week administration, 1,367 team members responded, which is a response rate of 27%.
    - CTA: View the executive summary of our results (link to 2020 GPTW Trust Index Executive Summary PDF)
* Slide 2
  + Supplemental website
    - Photo: GPTW Site Screenshot
    - Headline: Supplemental Website
    - Copy: As a way to memorialize our work over the years, we created a website to host all of the content in support of our annual application. Learn more about our responses and supplemental resources submitted.
    - CTA: Take a look at our website by utilizing the password Northwell2020 (link to <http://www.northwellgreatplacetowork.com/>)
* Slide 3
  + 2019-2020 application
    - Photo
    - Headline: 2019-2020 Application
    - Copy: Organized through fifteen questions, the 2019-2020 application dictates how as an organization we manage celebrating our people, hiring new team members, development, and much more. Dive into the story that got us recognized on the Fortune 100 list.
    - CTA: Check out our 2019-2020 application (link to 2019-2020 Northwell Health Great Place to Work Application.pdf)