

Great
Place
To
Work[®]

Top in Tech

Insights and people practices from
UK's Best Workplaces[™] in Tech 2019



“The right people with the right plan brought together by the right culture will do great things.”

Retail Insights Employee (RI)



Author: Mariana Skirmuntt, Head of Analytics
Great Place to Work®

September 2019

The tech industry's rapid growth reinforces the importance of a strong workplace culture

The number of candidates seeking opportunities within the tech industry has significantly expanded over the past few years, particularly within the UK. In fact, the Tech Nations report has noted that the UK remains a hotbed for tech talent, employing 5% of all high-growth tech workers globally, placing the UK ahead of Japan, France and India. In addition to this, the UK is fourth in the world for scale-up investment after the US, China and India – 2.5x higher than expected based on the relative size of the UK economy.¹

Although the tech industry is on a positive trajectory, an upsurge in investment and expansion can put pressure on companies to compensate for this rapid growth by building up their employees' skills and increasing their overall resources. This can have a detrimental impact on the employee experience: for instance, junior employees may be required to take on managerial roles before they are ready. Companies may also have to quickly recruit high-calibre and experienced workers whilst scaling their HR practices and strategies.

These challenges reinforce the importance of developing a strong organisational culture and clearly articulated purpose. Hiring with intention, accompanying promotions with the relevant training and recognising good work are factors that will help to manage these issues. Communication also plays a vital role in an organisation's success. Keeping a staff of 500 workers up-to-date and informed is more challenging than speaking to a room of 50. Ensuring that a model of communication is in place that supports consistent workforce-wide communication is a key asset to the success of a growing workforce.

Our 2019 Best Workplaces™ in Tech list is diverse in industry, size and maturity of business. However, they all share the passion to deliver a great employee experience which enables a truly innovative and productive environment. From Workday's Culture Carrier programme to Adobe's For All initiative, this year's list celebrates the outstanding and cutting-edge practices that tech companies are implementing to create a great place to work for all.

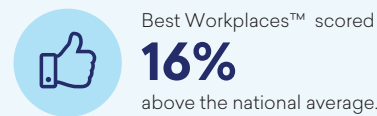


1. UK Tech on the Global Stage: Tech Nation Report 2019

Tech in numbers

A great workplace can be defined as one where “Employees trust the people they work for, have pride in the work they do and enjoy the people they work with.” Companies in the 2019 list are doing exceptionally well across all these dimensions.

Trust Index® Survey

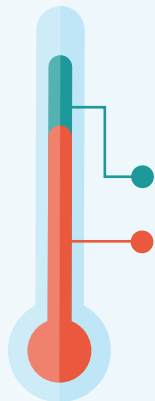


Trust Index® Survey Statements



Creative environment

Creativity and innovation are likely to flourish as people feel capable of developing and testing new ideas.



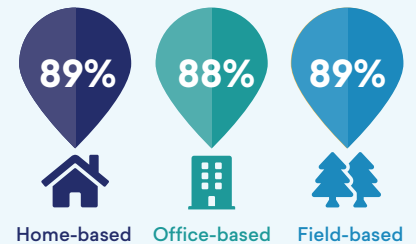
Feeling well at work

Employees whose wellbeing is actively nurtured are better able to maximise their potential.



Working from anywhere

An overwhelming majority of employees from Best Workplaces™ agree that there is a “family” or “team” feeling.



Employee advocacy for Best Workplaces™ brands



9/10

employees would recommend the services and products their organisation provides.

Building a successful post-merger culture

One third of Best Workplaces™ recently went through a merger or acquisition process. Even in those cases, employee experience with leadership proved to be highly positive.



Stick around

The average employee tenure in Best Workplaces™ is approximately 5 years. In the UK, the average tenure in tech companies is approximately 2 years.

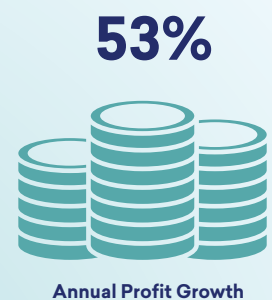


An EX-UX connection that works

Best Workplaces™ understand that a better employee experience results in a better customer experience.



The impact on businesses' bottom line is measurable



Tech workplaces in action

From small start-ups to large corporations, there are many challenges facing HR professionals across the tech industry. These include a shortage of desired skills, a competitive labour market and of course the not so subtle issue of Brexit. We have identified some of the most common challenges and have shared what our Best Workplaces™ in Tech are doing to tackle them.



Recruitment

As part of the **hiring** panel, Workday selects 'Culture Carriers', who are employees focused on culture. These Culture Carriers use behavioural-based questions to identify the extent to which candidates have demonstrated key Workday attributes. When selecting Culture Carriers, hiring managers consider the duration of service and demonstrated commitment to the Workday culture and values.



Retention

For Conversion.com, it's clear that **staff retention** leads to client retention. With that in mind, having a strong culture that people want to stay a part of is essential to their business success. To help build this culture, Conversion focuses on employee happiness. They send out monthly surveys to assess how employees are feeling about the different aspects of the business. The ultimate goal of this is to promote a culture of open feedback.



Rapid growth

In dealing with a year that saw **investments and significant growth**, DMW Group fiercely protected their family-feel culture by keeping the people element at their core. Firstly, they concentrated their investor selection criteria on people-focused businesses. Secondly, they communicated change clearly and provided opportunities for employees to raise questions and challenges: privately, anonymously and openly in consultation sessions. Thirdly, they held company-wide social events, ensuring all employees had an opportunity to meet new people at all levels of the business. And finally, they ensured the ways of working are aligned with DMW's culture and values.



Upskilling & further development

SMARTIES are half-day classroom-based workshops or virtual sessions designed to help employees at SAP **learn key skills and competencies**. Through development discussions with their team, managers enrol their employees for upcoming programmes on topics including assertiveness, dealing with change, influencing without authority and working in virtual teams.

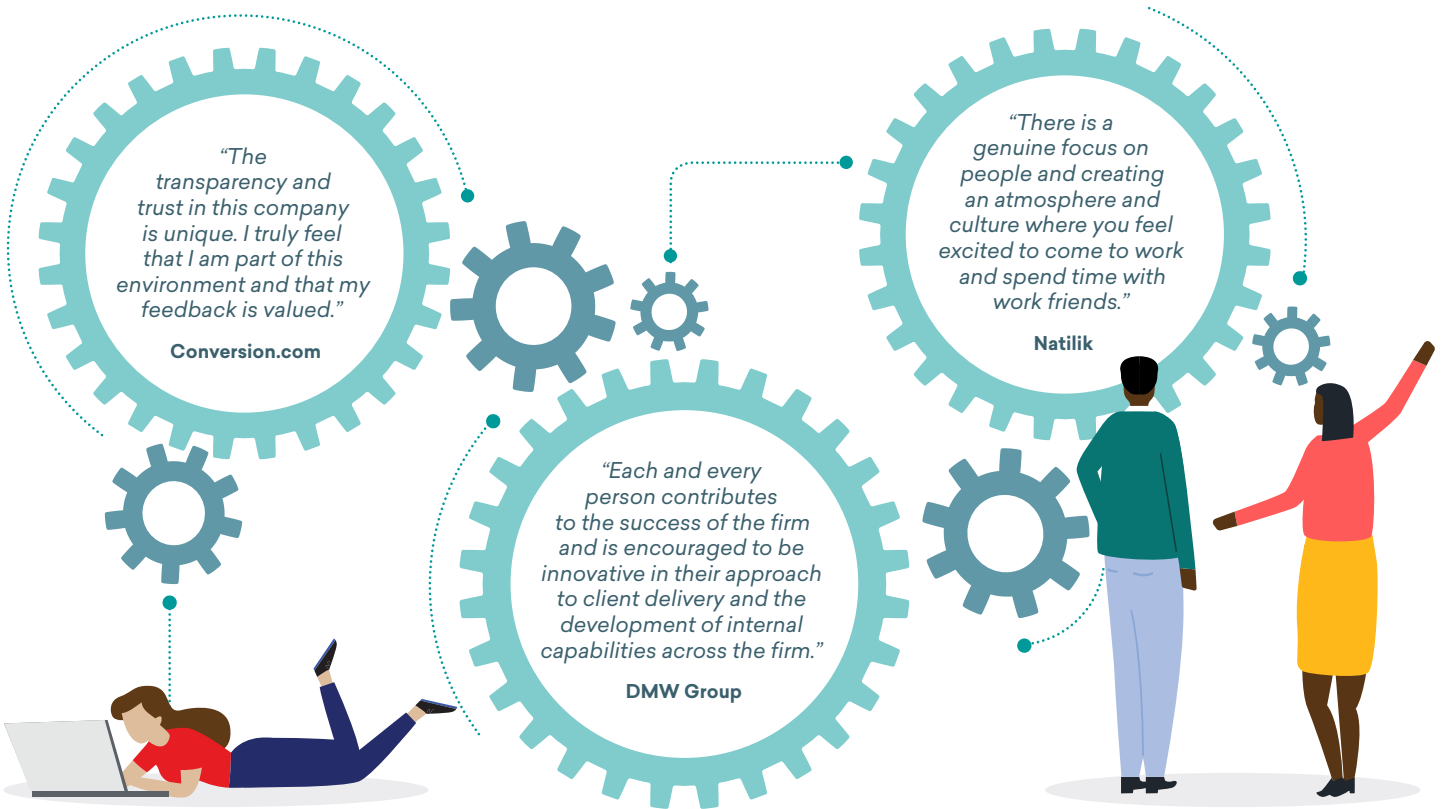


Inclusive organisation

In recent years, there has been an increased interest for technology companies to focus more on **diversity and inclusion**. Adobe created the Adobe For All initiative, to help emphasise all the ways that they are working to make the workplace more inclusive. They have been leading change with this initiative through a range of employee networks, targeted recruitment events and hosting internal and external events including their annual Adobe For All Summit.

Techies' voices

Successful tech organisations use the Trust Index® survey to ensure that the employee experience at each and every department is consistent. Feedback across the full workforce is used to deliver a better work experience and ultimately, better business outcomes.



How this recognition helps

Recognition as a Best Workplace™ provides a distinct competitive advantage in an ever-changing environment. Not only does our Best Workplace™ programme provide your organisation with a holistic view of your employee experience, it also enables you to benchmark your employee value proposition and key HR metrics across industries, business sectors, national averages and more. Our Best Workplaces™ enjoy:

Increased Recruitment and Retention



Best Workplaces™ average 40% more applications per job opening than their peers

Less Absenteeism



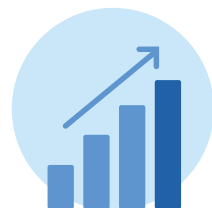
Best Workplaces™ average 2.1 sick days per employee vs UK average of 5.9

High Brand Advocacy



Over 93% of Best Workplace™ employees would highly recommend their organisation's services and products

Better performance and ROI



Best Workplaces™ outperform the market by an average of 2%-3% a year

2019 Best Workplaces™ in Tech

Top No. 1 Companies

Superlarge



1,625 employees

Salesforce
Software

Large



291 employees

Workday
Software

Medium



177 employees

Natilik
IT and Comms provider

Small

TotallyMoney

50 employees

Totally Money
Fintech



Creating a great employee experience for *all*

Great
Place
To
Work®



Gain Insight



Take Action



Improve Your Bottom Line



Earn Recognition

Great Place to Work® UK is a consultancy specialising in workplace culture, helping organisations to create exceptional, high-performing workplaces where employees feel trusted and valued. We help employers improve recruitment, retention and productivity by putting employees at the heart of the organisation, analysing what they think and feel and identifying the real issues that need to be addressed. Part of a global organisation, we apply insights from approximately 10,000 organisations across the world to benchmark individual performance and support employers in continuously improving employee experience to build and sustain business performance. We run the Best Workplaces™ awards to enable the organisations we work with to celebrate their achievements, build their employer brand and inspire others to take action.

Our services include:

- ✓ Pulse and Bespoke Surveys
- ✓ Line Management Training
- ✓ Employee Metrics Benchmarking
- ✓ Bespoke Workforce Analytics
- ✓ Insights and Best People Practices
- ✓ Tailored Workshops and Focus Groups
- ✓ Culture Audit® and Trust Index® Presentations
- ✓ Wellbeing Assessment & Support

Next steps

If you want the chance for external recognition as a Best Workplace, plus an insight into your organisation's culture and how you can improve business performance, then get in touch today.

www.greatplacetowork.co.uk | 0870 608 8780 | uk_info@greatplacetowork.com

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