



Crown
Commercial
Service
Supplier



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The UK's leading authority on employee engagement and organisational health

“how your people feel - and why”

We measure, recognise and improve how employees feel about their working life, helping organisations become better places to work, and in turn increasing performance, productivity, and profit.



**25 years
of experience**



**Trusted by thousands of
organisations**



**Working within
24 different sectors**



**Insights from over
6.5 million employees**



We believe in...

Helping make the world a better workplace

Our definition of **Organisational Health**...

Healthy organisations have
Highly Engaged employees
& **Performant** Leaders,
Managers & Teams



Empowering engagement for trusted worldwide brands



Improving organisational health

1

Measurement

Help you understand what's going on in your business.

To measure Organisational Health, using our proven 8 Factor methodology, to provide your employees an anonymous platform for honest feedback, generating accurate and actionable insights.

3

Recognition

Raise your profile.

To enhance your organisation's profile so you can attract and retain the best talent.

2

Improvement

Help you make things better.

To define a clear and straightforward engagement strategy that delivers meaningful results, ensuring sustainable improvement through team and manager insights.

4

Community

Provide knowledge, advice and a legitimate platform for debate.

To be the go-to destination for understanding Organisational Health, creating an inclusive community that learns and grows supporting one another.

Common challenges our clients are facing

+ **Leadership and goal alignment**

Leaders are finding it challenging to align their workforce with strategic priorities.

+ **Retaining top talent**

Attracting and retaining talent is more difficult and skills requirements are not being met.

+ **Developing leaders and managers**

Traditional management development and performance frameworks aren't effective in meeting today's challenges.

+ **Organisational connection**

Employees are feeling less connected to their organisation's purpose, vision and future plans, impacting engagement and retention.





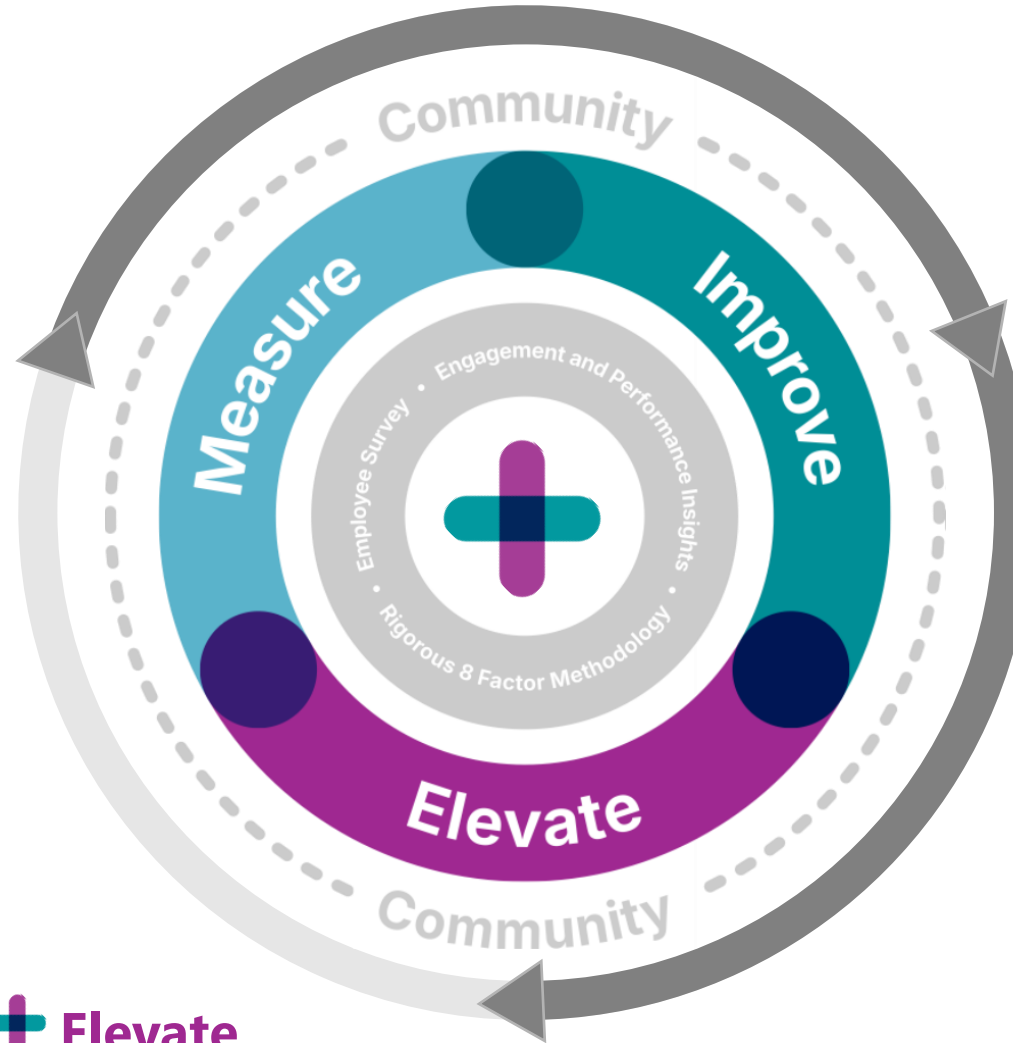
Our plan solutions

Plans overview



Measure

Ideal for smaller teams looking for **high-level** engagement insights and recognition



Improve

Seeking deep engagement insights, providing a **top-down**, strategic approach that empowers HR and leadership teams to drive meaningful change.



Elevate

Looking to take engagement to the next level, combine a **top-down** strategic approach with **ground-up** accountability, empowering managers at every level through data-driven, personalised coaching.

Measure

Provides smaller teams with **high-level** engagement insights and recognition

- ✚ **Gain a clear measure of employee engagement** through our 24-core statement survey.
- ✚ **Uncover the root causes of underperformance** across the 8 key engagement factors. Our high-level insights and benchmarking tools help you pinpoint where to focus, track progress over time and compare your results against top-performing organisations.
- ✚ **Earn recognition as a leading workplace** by achieving Ones to Watch, 1, 2 or 3-Star Accreditation, and feature on the Best Companies to Work For Lists at a National, Regional and Sector level.



Measure

Surveys		
Survey template	Core 24 statement survey covering the 8 workplace factors	✓
Task distribution	Assign tasks across your HR team to manage the survey process efficiently and collaboratively	✓
Intelligent people uploader	Automatically build your organisation’s hierarchy and demographics for detailed reporting	✓
Manage response rates	Track and improve participation by targeting areas with low response rates	✓
Send reminders	Schedule and automate reminders to boost engagement and completion rates	✓
Recognition		
Best Companies Recognition	Accolade evaluation to be recognised as a Ones to Watch, 1, 2 or 3-Star organisation and become one of the Best Companies to Work For	✓
Insights		
Insights by engagement factor	See how you perform across 8 key engagement factors and identify top drivers	✓
Insights by high-level business area	View engagement scores by department (max 12) and seniority level (max 3)	✓
Year-on-year benchmarking	Track progress over time by comparing engagement scores year-on-year	✓
Benchmarking by Accreditation	Compare your performance against One's to Watch, 1, 2 and 3-Star accredited organisations	✓
Recognition		
Technical support	Access a helpdesk for fast, tactical support	✓

Improve

Provides deep engagement insights that empower **top-down** strategic decision-making for HR and leadership teams.

- + **Use tailored surveys** - from quick pulse checks to deep diagnostics - to measure what matters, when it matters.
- + Access **Workplace Insight Pro**, transforming employee feedback into actionable intelligence by identifying key drivers of engagement and performance across teams, seniority levels and demographics.
- + **Take meaningful action** with downloadable custom reports, intelligent SWOT analysis, guided workshops, facilitation guides and a Best Practice Library, empowering leaders to act swiftly, take ownership and drive organisational change.
- + **Dive deeper into your data**, uncover trends, explore issues and build custom storyboards to inform your people strategy with precision.



Improve

Surveys

Survey template	Core 24 statement survey covering the 8 workplace factors	✓
Choose from 100+ benchmarkable statements	Choose from 100+ rigorously tested, benchmarkable statements validated by academic research	✓
Custom question design	Add custom statements to explore the issues most relevant to your organisation	✓
Task distribution	Assign tasks across your HR team to manage the survey process efficiently and collaboratively	✓
Intelligent people uploader	Automatically build your organisation's hierarchy and demographics for detailed reporting	✓
Manage response rates	Track and improve participation by targeting areas with low response rates	✓
Send reminders	Schedule and automate reminders to boost engagement and completion rates	✓
Pulse survey templates	Run quick, targeted surveys to check in on engagement more frequently	✓

Recognition

Best Companies Recognition	Accolade evaluation to be recognised as a Ones to Watch, 1, 2 or 3-Star organisation and become one of the Best Companies to Work For	✓
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Insights

Insights by engagement factor	See how you perform across 8 key engagement factors and identify top drivers	✓
Insights by high-level business area	View engagement scores by department, site or region	✓
Year-on-year benchmarking	Track progress over time by comparing engagement scores year-on-year	✓
Benchmarking by Accreditation	Compare your performance against One's to Watch 1, 2 and 3-Star accredited organisations	✓
Benchmarking by sector	Compare results with richer, sector-specific benchmarks	✓

Improve

Insights, continued

Insights by granular team-level	Access detailed results at a granular team and department level to teams as small as 5	✓
Insights By seniority level	View your data by hierarchy to understand at which level there may be areas of focus	✓
Engagement driver analysis	Identify key engagement drivers for each department and team	✓
Custom demographic reporting	Analyse data across 15 benchmarkable demographics or create custom groups for tailored insights	✓
Sentiment analysis	Analyse employee comment sentiment for deeper qualitative insight	✓

Action

Exportable report templates	Access automatically generated, downloadable data reports of survey results for easy distribution for any group	✓
Automated SWOT analysis	Instantly identify strengths, weaknesses, opportunities and threats by team and department	✓
Guided action planning	Access structured action-planning sessions tailored for any group directly from the platform, along with a facilitation guide to support your leaders and managers in running them effectively	✓
Best practice library	Draw inspiration from curated examples used by leading organisations	✓

Support

Technical support	Access a helpdesk for fast, tactical support	✓
Dedicated Account Manager	Receive guidance and ongoing account management from a dedicated expert	✓
Data insight	Explore your first survey results with high-level insights and recommendations in a guided session	✓

Elevate

Combining a **top-down** strategic approach with **ground-up** accountability, managers are empowered to drive impact at every level through data-driven, personalised coaching.

- ✚ **Equip managers** and leaders with a **personal growth companion** that turns survey data, feedback, and insights into targeted actions, delivering a personalised coaching experience.
- ✚ Drive engagement at every level by **empowering managers** to create clarity, build strong relationships and lead high-performing teams.
- ✚ Support **goal progress** with **guided check-ins** and bite-sized **coaching** that bring structure to 1:1s and performance reviews.



Elevate

Surveys

Survey template	Core 24 statement survey covering the 8 workplace factors	✓
Choose from 100+ benchmarkable statements	Choose from 100+ rigorously tested, benchmarkable statements validated by academic research	✓
Custom statement design	Add custom statements to explore the issues most relevant to your organisation	✓
Task distribution	Assign tasks across your HR team to manage the survey process efficiently and collaboratively	✓
Intelligent people uploader	Automatically build your organisation’s hierarchy and demographics for detailed reporting	✓
Manage response rates	Track and improve participation by targeting areas with low response rates	✓
Send reminders	Schedule and automate reminders to boost engagement and completion rates	✓
Pulse survey templates	Run quick, targeted surveys to check in on engagement more frequently	✓
Manager effectiveness pulse surveys	Run pulse surveys to track and enhance manager effectiveness	✓

Recognition

Best Companies Recognition	Accolade evaluation to be recognised as a Ones to Watch, 1, 2 or 3-Star organisation and become one of the Best Companies to Work For	✓
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Elevate

Insights

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Year-on-year benchmarking	Track progress over time by comparing engagement scores year-on-year	✓
Benchmarking by Accreditation	Compare your performance against 1, 2 and 3-Star accredited organisations	✓
Benchmarking by sector	Compare results with richer, sector-specific benchmarks	✓
Engagement driver analysis	Identify key engagement drivers for each department and team	✓
Custom demographic reporting	Analyse data across 15 benchmarkable categories or create custom groups for tailored insights	✓
Sentiment analysis	Analyse employee comment sentiment for deeper qualitative insight	✓
Personalised manager dashboards	Provide tailored, contextual insights for each manager based on team feedback	✓
Data-driven coaching for managers	Personalised manager coaching powered by survey feedback, AI and manager profile for truly unique guidance	✓
Manager downline reporting	Assess management performance across all levels and departments	✓

Elevate

Action

Exportable report templates	Access exportable report templates for ease of survey results distribution	✓
Automated SWOT analysis	Instantly identify strengths, weaknesses, opportunities and threats by team and department	✓
Guided action planning	Access structured action-planning sessions tailored for any group directly from the platform, along with a facilitation guide to support your leaders and managers in running them effectively	✓
Best practice library	Draw inspiration from curated examples used by leading organisations	✓
Individual goal setting for managers	Provide managers with tailored goals and opportunities based on their team's data	✓
AI-driven actions for managers	Transform team feedback into focused actions and commitments for each manager	✓
Manager progress tracking	Track goal progress with guided check-ins that drive momentum through bite-sized coaching	✓
Manager Coaching Hub	Provide access to curated content to support leadership growth and development	✓

Support

Technical support	Access a helpdesk for fast, tactical support	✓
Dedicated Account Manager	Receive guidance and ongoing account management from a dedicated expert	✓
Data walkthrough	Explore your first survey results with high-level insights and recommendations in a guided session	✓
Bespoke user adoption support	Drive employee adoption through tailored onboarding webinars	✓



Additional options

Data walkthrough session

Turn survey results into **clear, actionable plans**, helping HR teams deliver even the toughest insights constructively and drive meaningful impact.

- ✚ **Delivered by a seasoned Data Specialist** to your HR and senior leadership team.
- ✚ **Removes internal politics** by offering an unbiased, third-party perspective.
- ✚ **Deep dive into your data**, exploring results factor by factor, highlighting strengths, opportunities and key areas of focus.
- ✚ **Grounded in decades of best practice**, our specialists turn complex or sensitive insights into meaningful dialogue.
- ✚ **Catalyst for change**, aligning stakeholders around what matters most and sparking momentum for improvement.





Data insight session

The most powerful way to translate survey results into clear, actionable insights that resonate with your leaders. By bridging HR insight with executive action, speaking CEO to CEO, it delivers an impartial view that drives alignment and real progress.

- + **Shared accountability** Engages the entire leadership team - not just HR - in driving engagement.
- + **Focused action** Breaks down results into Strengths, Weaknesses, Opportunities and Threats to guide strategic decisions.
- + **Expert-led** Backed by 20+ years of experience and insights from thousands of organisations.
- + **Clarity & confidence** Equips leaders to make informed decisions that lead to real change.
- + **Beyond the data** Sparks honest conversations, aligns senior stakeholders and builds momentum for improvement.



Measure and methodology

The survey platform that works for you

- Core Statements** Our survey includes 24 core statements, with the option to expand up to 70 from a rigorously tested bank of 120+.
- Customisation** Add bespoke statements to explore specific areas relevant to your organisation.
- Scoring** Each statement uses a 7-point scale - from 'Strongly Agree' to 'Strongly Disagree' - for richer, more nuanced insights than traditional formats.
- Flexible methods** Multiple survey formats ensure full distribution and support partial completion.
- Fair scoring** Headcount-adjusted methodology reflects true performance, not team size.
- Inclusive design** Built with WCAG 2.1 AA standards in mind, featuring clean layouts, plain language and screen reader compatibility to support neurodivergent users.



An academically robust methodology

All Best Companies insights are powered by a unique methodology developed with the **University of Plymouth** and the **Department of Trade and Industry**.

It goes beyond surface-level feedback to uncover the **deeper drivers** of engagement.

- ✚ Identifies patterns and correlations across **8 key engagement factors**.
- ✚ **Diagnoses** root causes of underperformance for targeted improvement.
- ✚ Adjusts for headcount to ensure fair, **accurate scoring**.
- ✚ Supports **strategic focus** with year-on-year benchmarking.



My Manager

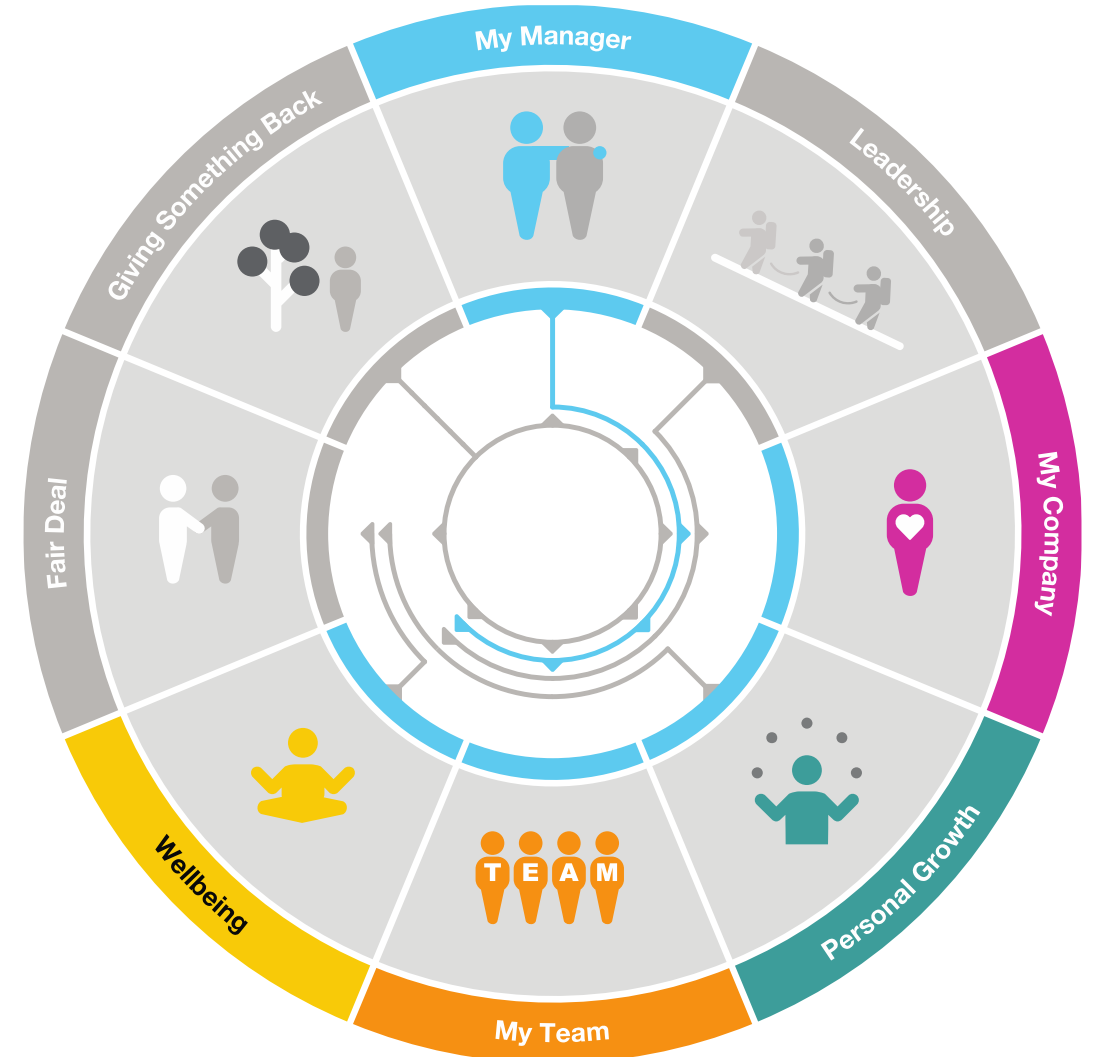
Evaluates how employees feel about and interact with their direct manager.

Identifies areas within the organisation or specific departments that require managerial development, and highlights teams where relationships with managers may be strained.

Our data shows that 7 in 10 employees leave because of their manager, not the organisation, making strong manager relationships key to reducing turnover and boosting engagement.

Improving the 'My Manager' factor can positively influence:

- **My Company** - Managers help employees understand the company's vision and how their role contributes to it.
- **Personal Growth** - Great managers support development through learning, training, and career progression.
- **My Team** - Strong managers build collaborative, high-performing teams.
- **Wellbeing** - Managers influence workload and workflow, which directly affects employee wellbeing.



Leadership

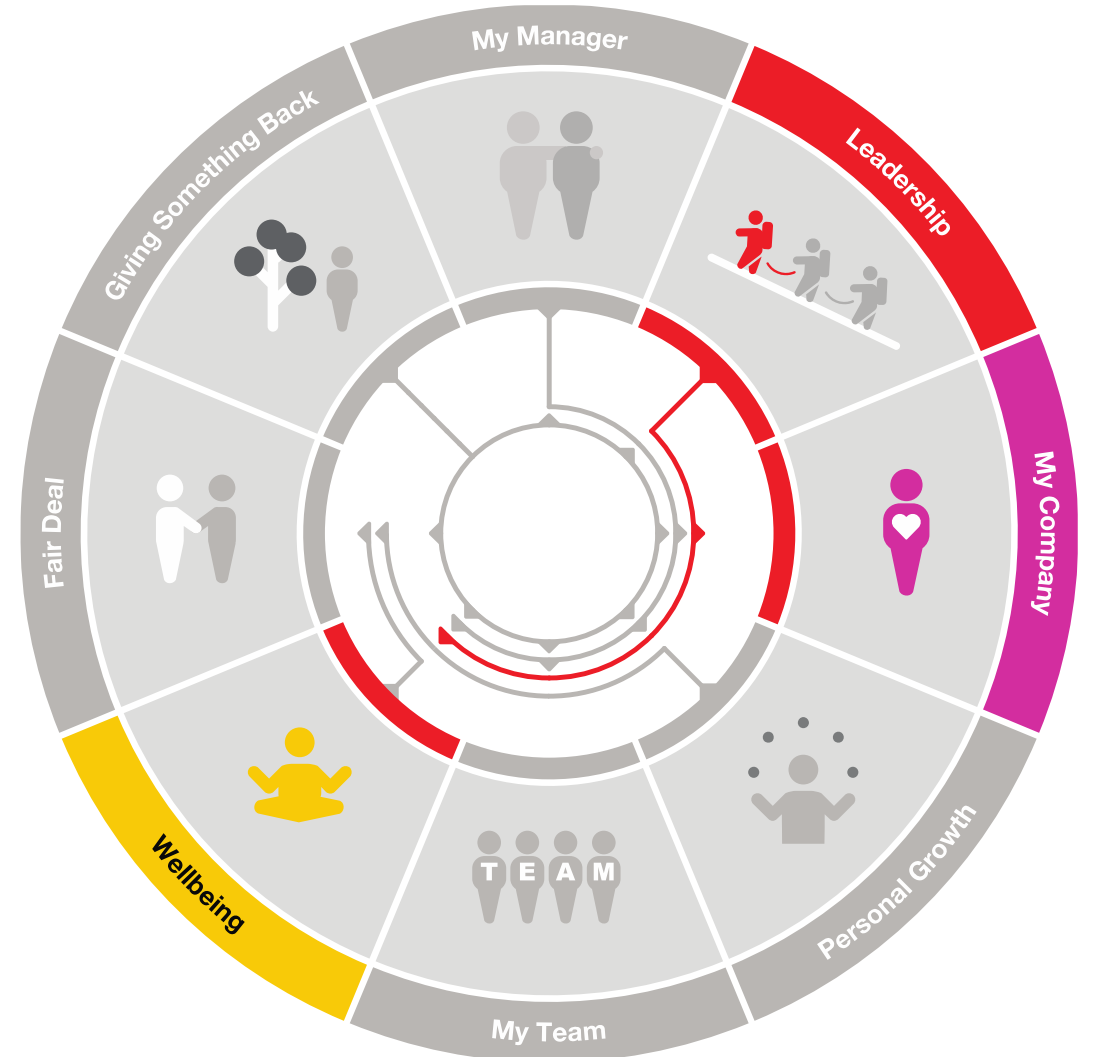
Evaluates how employees feel about the head of the organisation, senior leadership, and the organisation's mission, vision and values, including trust, clarity and alignment.

Identifies which departments or teams lack leadership visibility, strategic clarity or alignment with organisational values.

Our data shows leadership is consistently one of the top 3 factors most strongly correlated with overall engagement.

Improving the 'Leadership' factor can positively influence:

- **My Company** - Leadership plays a pivotal role in shaping how employees feel about the organisation. It's the responsibilities of leaders to create a clear vision and ensure organisational clarity.
- **Wellbeing** - No amount of perks like free fruit, yoga classes or flexible working can compensate for poor wellbeing if it stems from leadership and management culture.



My Company

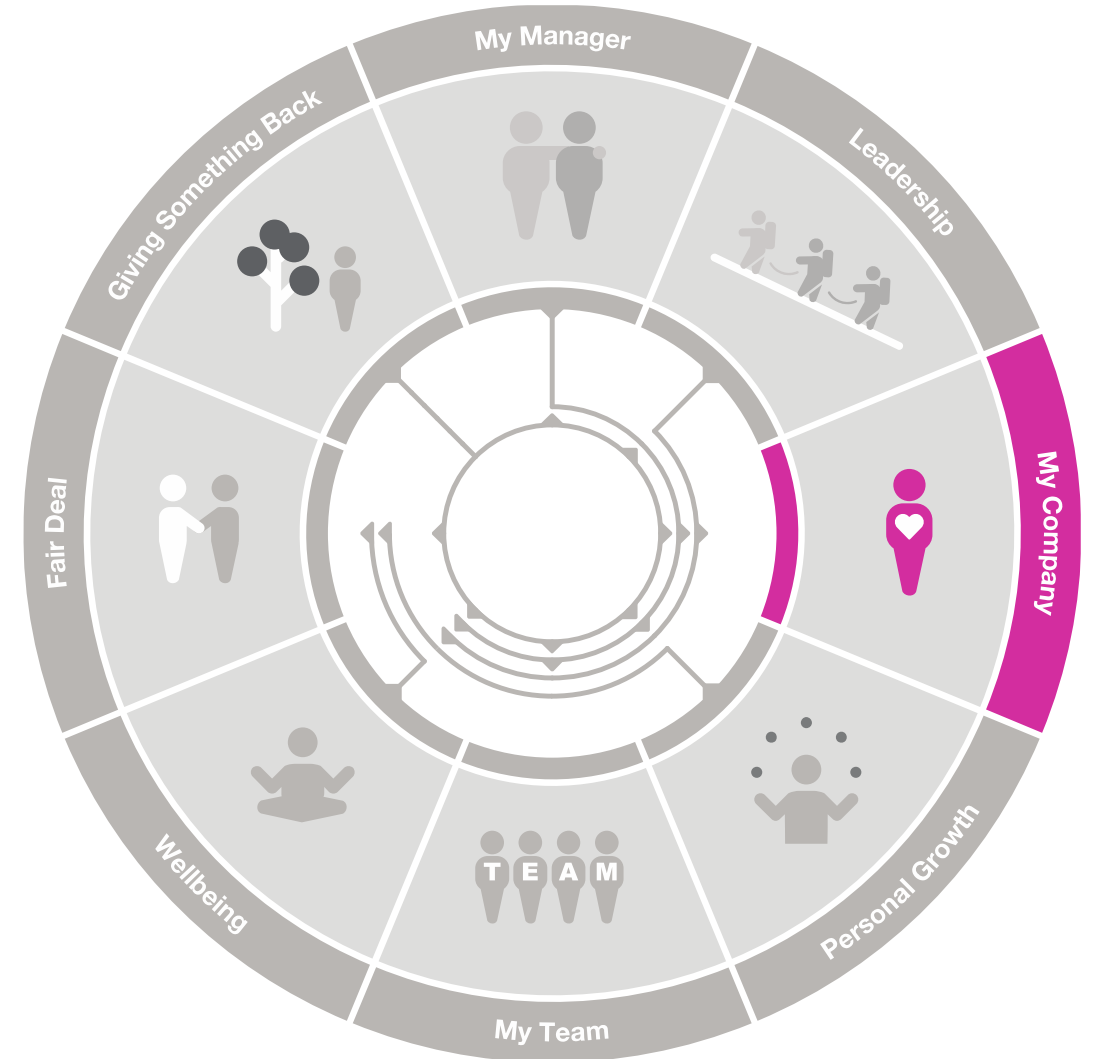
Evaluates how engaged employees feel about their job and the organisation, including pride, purpose and belief in the company's future.

Identifies which teams or departments lack clarity or emotional connection to the organisation's mission, potentially impacting performance and retention.

Our data shows that poor scores in this area can predict attrition, especially where employees indicate they would leave if offered another job.

The 'My Company' factor can positively influence:

- It reflects how employees feel about their organisation - with statements like **"I love working here"** or **"I feel proud to work for this organisation"**.
- These emotions cannot be manufactured directly, instead they emerge when other workplace factors are working well.
- Strong Leadership and Management are often the key drivers behind positive scores in this area.



Personal Growth

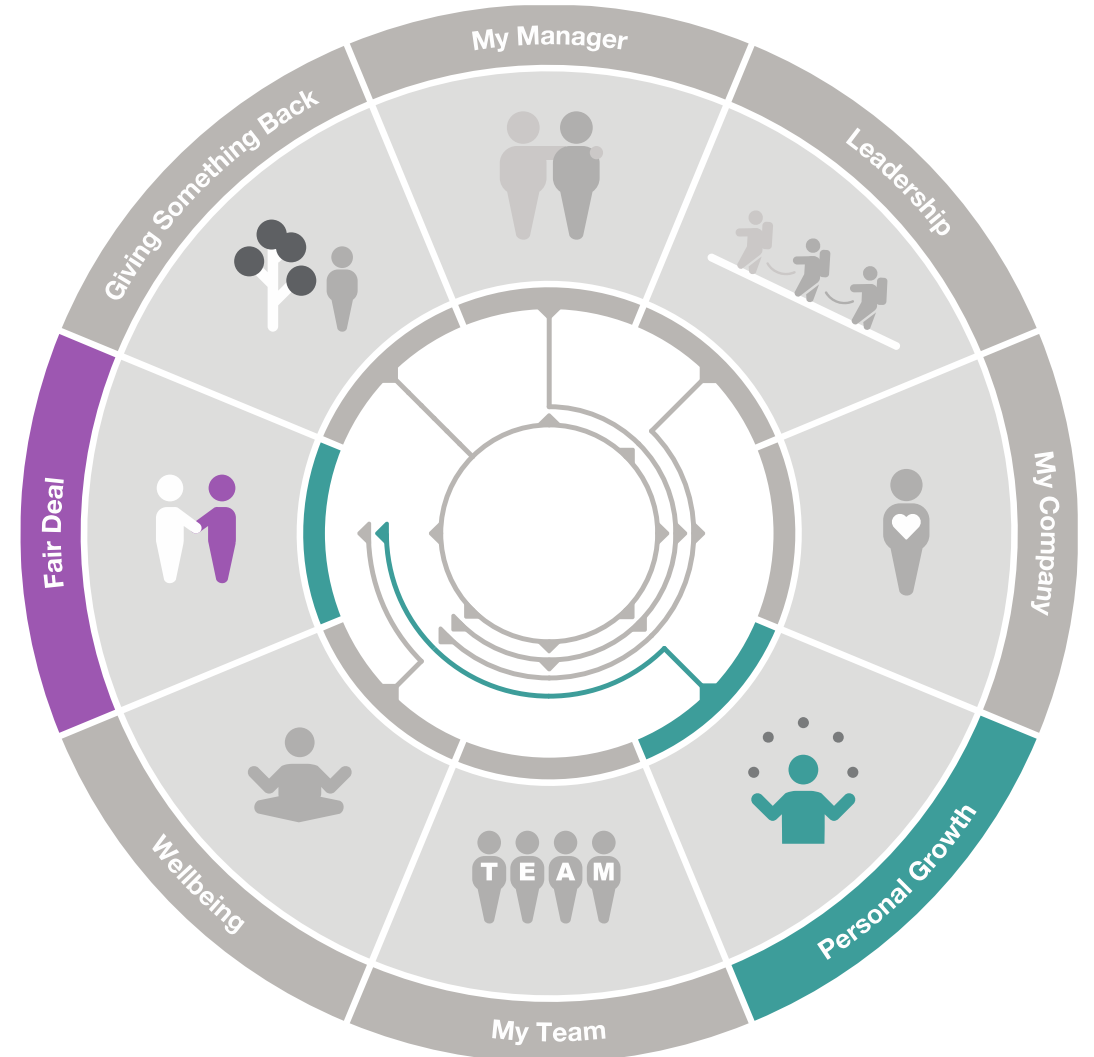
Evaluates how employees feel about training, development, and future career prospects, including opportunities to learn new skills and grow within the organisation.

Identifies whether employees are seeking promotion or broader development, helping HR and managers tailor growth strategies to individual needs.

Our data shows that investment in Personal Growth positively influences other factors like Fair Deal and retention, making it a key area for long-term engagement.

Improving the 'Personal Growth' factor can positively influence :

- **Fair Deal** - A lack of investment in personal growth can lead to an imbalance in how employees perceive their pay and benefits, potentially impacting overall engagement and retention.



My Team

Evaluates how employees feel about and interact with their teams.

Identifies areas within the organisation or specific departments where relationships between team members is poor and team cohesion is low.

Our data shows that positive scores in this area can mean increased business performance through greater productivity, stronger decision-making and enhanced creativity.

The '**My Team**' factor is influenced by:

- How employees feel about their immediate colleagues with statements like **"People in my team are happy to ask each other for help"** and **"I enjoy working with everyone in my team"**.
- Strong Leadership and Management is often the key driver behind positive scores in this area.
- Four key elements to creating effective teams: Trust and Respect, Shared Purpose, Effective Communication and Help and Support. This is known as the **Team Index Model**.



Wellbeing

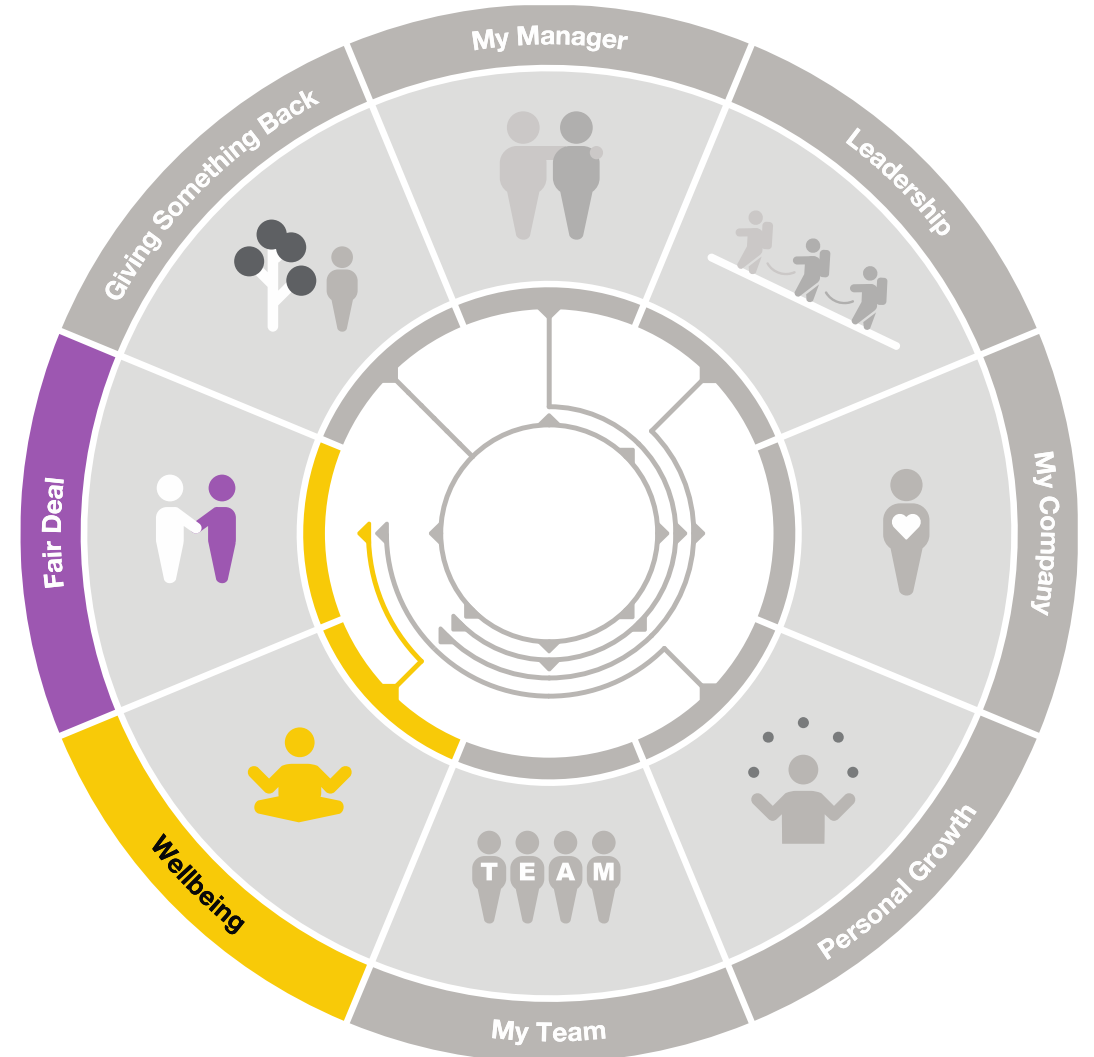
Evaluates how employees feel about stress, pressure at work, and life balance, helping to surface areas where wellbeing may be compromised.

Identifies teams or departments under excessive pressure, enabling managers to address workload and workflow challenges and improve support.

Our data shows that mental wellbeing is receiving increasing attention, making it essential for People teams and Leaders to identify and close gaps in support across the organisation.

Improving the 'Wellbeing' factor can positively influence:

- An imbalance in wellbeing - especially for salaried employees - can lead employees to question whether they are receiving a fair deal from the organisation.
- If individuals are consistently working beyond contracted hours or taking on additional responsibilities without recognition, Fair Deal scores are likely to decline.



Fair Deal

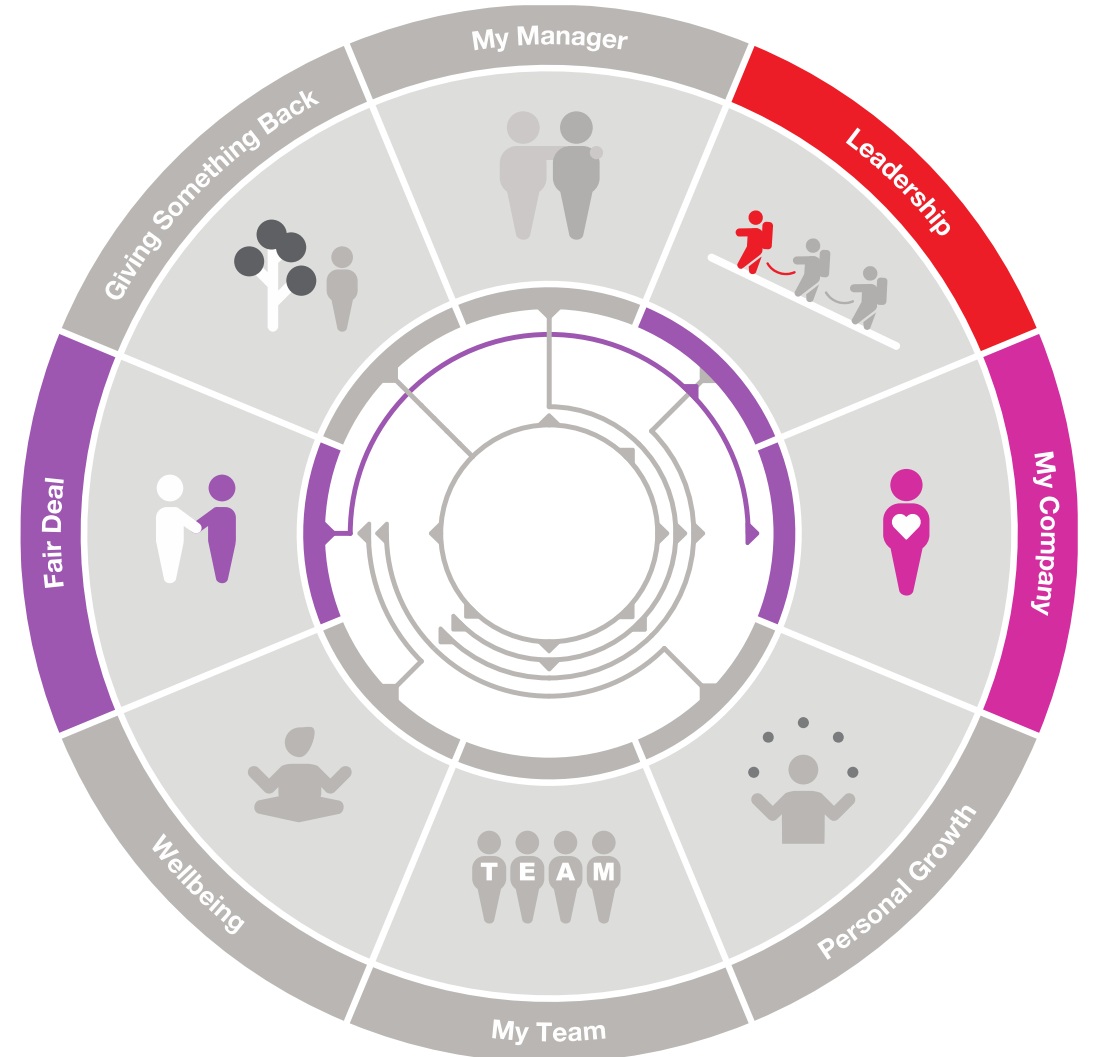
Evaluates how employees feel about their pay and benefits, including whether they believe they are fairly rewarded compared to others within the organisation and the wider market.

Identifies where perceptions of fairness may be imbalanced, helping you assess the need for pay benchmarking, reviews or improvements in related areas like Wellbeing and Personal Growth.

Our data shows that salary increases alone do not drive engagement, but a perceived lack of fairness can negatively impact overall scores, especially when employees feel undervalued or unsupported.

The 'Fair Deal' factor is an output for:

- As a hygiene factor, as long as it's at the right level, it will not significantly boost engagement but, if it's lacking, it can quickly become a disengager.
- Simply increasing pay may make employees more engaged with their work, manager or leader; fairness in context is what matters.



Giving Something Back

Evaluates how employees feel about their organisation's social impact, including its ethical values, community involvement and contribution to wider society.

Identifies opportunities to strengthen CSR strategies and boost morale through charitable initiatives and community engagement.

Our data shows that Giving Something Back positively influences all other engagement factors, making it a powerful lever for improving overall workplace culture.

The 'Giving Something Back' factor is an output for:

- The only factor shown to positively influence all other engagement factors.
- It explores whether the organisation has a strong social conscience, including giving back to the local and wider community and supporting disadvantaged groups.
- A tactical focus on this area can help improve overall engagement scores by boosting morale and reinforcing purpose across the workforce.





The trusted benchmark for engagement and performance

- Measure your organisation against our recognised benchmark for workplace engagement, **think Michelin stars, but for culture and performance.**
- This academically robust metric ranges from 0 to 1000, with **scores above 600** qualifying for accreditation.
- Results are published within just 48 hours of your survey closing, giving you **fast, actionable insights.**
- Your Best Companies Index (BCI) score is **calculated from responses** to our core survey statements.



Organisations that meet specific thresholds earn accreditation :





Showcase your accreditation



- + Take your score and proudly display your Best Companies accreditation badge, it's more than a mark of achievement; it's a **statement of culture**.
- + **Amplify** your employer brand by telling your story through your people.
- + **Build trust** with external stakeholders by showcasing a stable, engaged workforce.
- + **Attract top talent** by signalling that you genuinely invest in your people.
- + Stand out in a crowded market as a **people-first organisation** that values workplace culture.

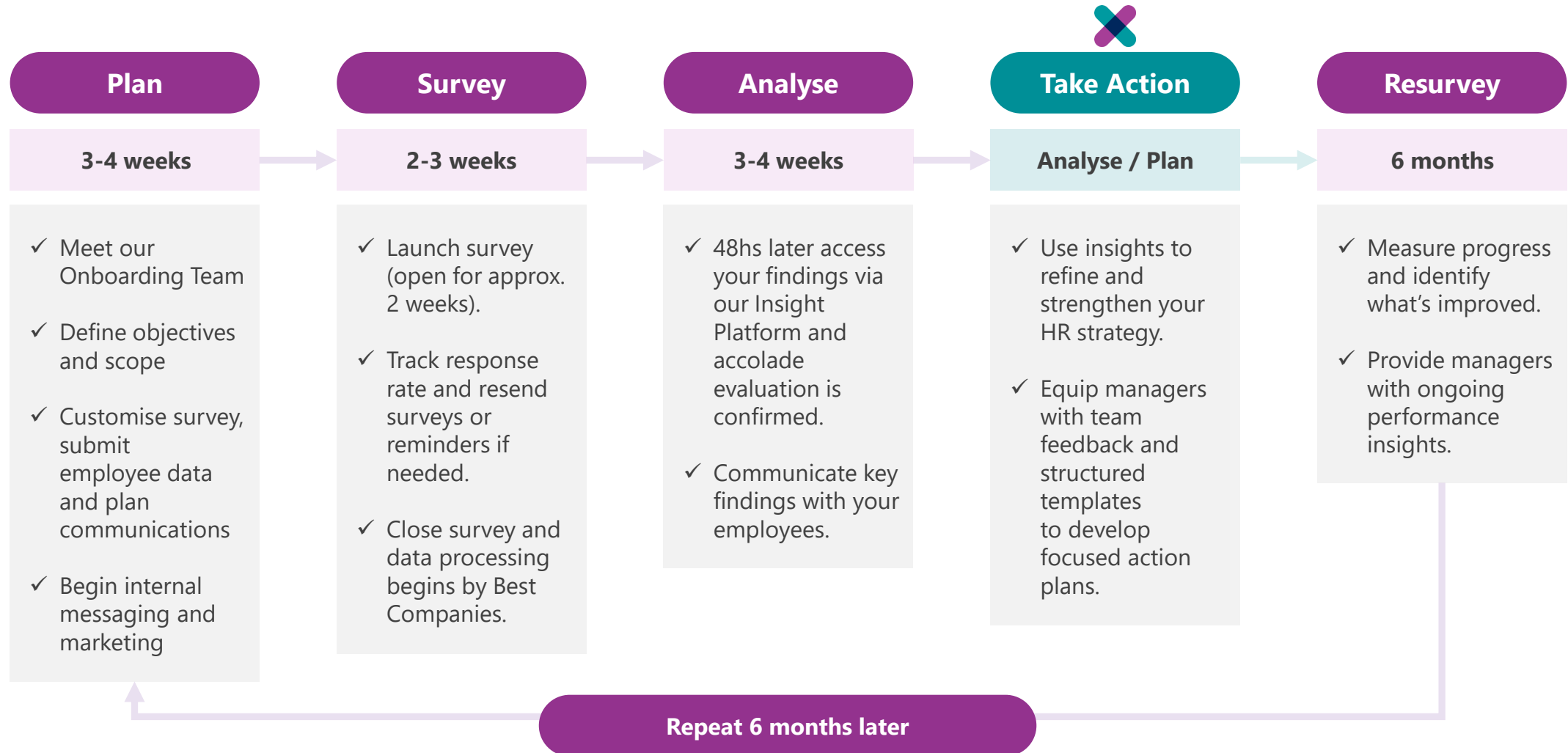
Annual celebration



BIG REVEAL

- + Every November, we publish our Best Companies to Work For lists: **National, Regional and Sector.**
- + These lists are a **powerful recruitment tool**, offering credible, third-party recognition of what it's really like to work at your organisation.
- + Being featured sends a clear message:
 - You value employee engagement
 - You invest in your people
 - You foster a positive workplace culture
- + In a competitive talent market, this **external validation** helps you stand out, build trust and **attract** top talent aligned with your values.

Example survey journey



In safe hands

You'll be supported every step of the way by **dedicated experts** who act as an extension of your team, guiding setup, analysis and everything in between.

With tailored advice and strategic insight, we help **turn your engagement data into real results.**



Day to day

Senior Client Experience Specialist

Ensures a smooth operational setup and execution of your survey, laying the groundwork for long-term success.

Key support services include:

- Survey setup overview
- Training on data optimisation
- Best practice sharing
- Support with bespoke requirements
- Employment group structure guidance
- Workplace Insight tool demonstrations



Strategy

Client Outcomes Manager

Acts as your strategic advisor, helping you maximise survey impact. They work closely with you to align on objectives and provide ongoing guidance.

Key support services include:

- Strategic onboarding call
- Data dissemination call
- Consultative product and service sessions
- Review and feedback calls
- Bespoke stakeholder proposals
- Targeted communications
- Education and training sessions



The business case



Organisations that began as '**Ones to Watch**' and go on to achieve **3-star** accreditation on average outperform across key employee engagement metrics:

- 23%** Decreased employee turnover
- +23%** Improved customer service
- +27%** Increase employee satisfaction
- +189%** Increase profit over a 5-year period





Client in focus



DF Capital

- **Boosted its employee retention to 91%** by acting on survey insights
- **Achieved 3-Star Accreditation** (from 'Ones to Watch') in just 2.5 years
- **Increased profitability and lending growth**, driven by higher employee engagement
- Recognised as a '**Platinum Trusted Service Provider**' by Feefo two years in a row, thanks to a more engaged, high-performing workforce

"We've seen a seven-fold increase in our lending and created sustainability in our profitability. I put that entirely down to having the strong engagement from our employees. Best Companies has been at the heart of us understanding that and driving that."

Carl D'Amassa, CEO, DF Capital – 3-Star Accredited organisation



Client in focus



- From **OTW to 1 Star Accreditation** in just two years
- Driven by a **+16% lift in leadership visibility** and a **+15% boost in confidence in the leadership team**, thanks to initiatives like Tribe Hub, monthly Tribe Talks and site visits
- Cross-functional initiatives have helped reshape Go Ape's culture - **driving a +21% improvement** in the organisation being seen as **proactive**, and a **+17% uplift in interdepartmental cohesion**, with stronger collaboration, clearer communication and faster decision-making across teams



"We continuously strive to improve the engagement of our employees. This, together with preserving Go Ape's core values, are the key reasons why in 2021 we transitioned to an employee ownership model, with Employee's now appointed as Trustees for the Company this will ensure employees have a strong voice in decision making."

Doug Garden, Finance Director, Go Ape – 1 Star Accredited organisation



Client in focus



- Measuring employee engagement for **over 4 years**
- Used data to understand how to bring teams together with **shared goals, improved communication and collective purpose**
- **15% boost in engagement** - achieved Best Companies Accreditation after moving from unaccredited status, reflecting major progress
- **Improved across all 8 engagement factors** - Including leadership, company pride, and wellbeing

"The Law Officers' Department has taken part in Best Companies staff engagement surveys since 2020. I am delighted employees continue to say that the Law Officers' Department is a happy place in which to work, with "real support for all staff at all levels from management down and also peer to peer support."

Mark Temple KC, His Majesty's Attorney General – One to Watch Accredited organisation



What our clients say



"With Best Companies, we have gone from being 'One to Watch' to a 2-Star Accredited organisation in four years. If I look at our revenue during that period, we've gone from being a 10 million pound organisation to a 16 million pound organisation, and our workforce has increased by a third. I can't possibly believe there's no connection between those two things."

Professor Adam Boddison OBE, Chief Executive Officer

"Being able to say we're a Best Company to Work for is gold, especially in recruitment, it's one of the first things we mention in the people team. "We really want people to want to come and work for us, and they do, which is great. However, it's not something we take for granted. So, the people team, the leadership team, the board of directors, all our people work hard on our engagement journey. It's about listening to our people, surveying our people, and keeping up with the trends."

Grace Ingham, Head of People Support



Compliance and Governance



We take data protection **seriously** and **embed** it into everything we do

- + Best Companies aligns with **UK GDPR** and **Data Protection Act**, with an in-house certified GDPR **Data Protection Officer**.
- + **Technical Security Measures** - Data encryption, firewalls, intrusion prevention, anti-virus, and two-factor authentication available.
- + **Data Storage and Physical Security** - Data is retained within the UK/EU, VPN, network segmentation, and detection of unauthorised or malicious activity via security logging and monitoring.

Certifications



We conduct **6-monthly reviews** and an **annual GDPR audit**