



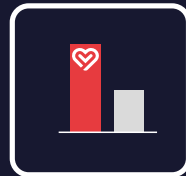
# GET LOVED

Being a Most Loved Workplace® customer isn't just a one-time assessment, it's an ongoing partnership. From the initial deep-dive analysis to the regular monthly meetings and beyond, we are committed to ensuring your organization reaches and maintains the prestigious Most Loved Workplace® status.



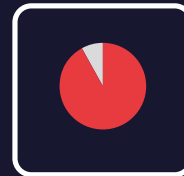
## Employees at Most Loved Workplaces® Outperform

Employees at Most Loved Workplaces® operate at 4x the level of talent acquisition, retention and performance compared to other workplaces. Certified Most Loved Workplaces® employees are:



**2-4x**  
**LIKELY TO STAY**

■ MLW CERTIFIED  
■ NON-CERTIFIED COMPANIES



**92%**  
**MADE THE DECISION**

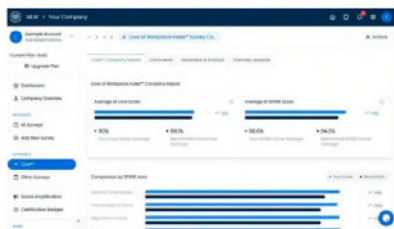
To apply to the company because it was a Most Loved Workplace®



**2-4x**

More likely to give extra effort

## What you'll receive with premium certification:



### Culture Profile

Take part in an interview with a Most Loved Workplace® representative to build your culture profile. Brand and market your company as a Most Loved Workplace®.

### Culture Assessment

Use the Love of Workplace Index® to assess the strength of your company culture and understand where you rank. This tool can serve as a springboard for your employees to develop initiatives and programs that focus on key areas like diversity, inclusion, volunteering, career advancement, and more.

### Achieve Certification

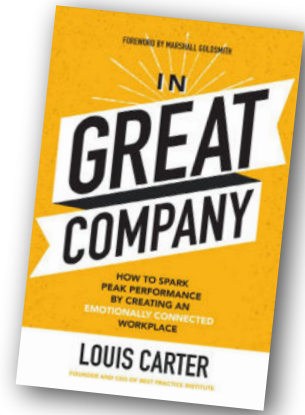
Receive your final Love Analytics® scores and earn one of the world's most coveted certifications for workplace excellence, establishing your company as a top employer of choice.



**BECOME A MOST LOVED WORKPLACE**

## What makes Most Loved Workplace® different?

Most Loved Workplace® certification is grounded in research from founder Louis Carter's book, "In Great Company: How to Spark Peak Performance By Creating an Emotionally Connected Workplace®." Carter's study found that employees develop emotional connectedness when they feel valued, supported, and part of a meaningful community. This connection boosts employee morale and productivity, enhancing the quality of their work and customer service.



## What our Most Loved Workplaces® are saying



**John Dillon**  
Chief Brand Officer at Denny's

"Being certified as a Most Loved Workplace® is testament to the power of a brand and company focused on a foundational brand purpose...in our case, our love of feeding people. Congrats to the entire Denny's team."



**Pam Maynard**  
CEO, Avanade

"To be recognized as a Most Loved Workplace® is validation of our strategy and the journey we've been on for more than twenty years to create an environment where our people can show up, be themselves and do their best work."



**Dimitra Manis**  
Chief People Officer, S&P Global

"We are thrilled to be certificated as a Most Loved Workplace®. This recognition directly reflects our people's feedback and illustrates the impact of our #PeopleFirst philosophy in creating an environment of respect, care and support."

## What happens after certification?

After becoming Most Loved Workplace® certified, customers can celebrate with their employees and attract new talent. They can choose from Bronze, Silver, or Gold packages to access detailed data through our proprietary platform, which uses AI and machine learning to measure and improve employee sentiment and emotions according to our Love of Workplace Index® model. With our platform, customers get:



- Easy-to-distribute surveys
- A library of 15 competencies and 200+ skills to create a Most Loved Workplace®
- AI-driven analysis to categorize feedback into themes
- The SPARK Model to measure five critical practices
- Action plans
- Certification badges
- Improved leader effectiveness
- Targeted surveys for specific employee segments

**For more information visit us at [www.mostlovedworkplace.com](http://www.mostlovedworkplace.com)**