WORLD'S BEST EMPLOYERS 2024

Methodology Overview

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Project Introduction

Summary

General Overview

- The World's Best Employers are chosen each year, based on globally administered independent surveys completed by employees in over **50 countries** around the world. The top employers are identified based on over **300,000** employee evaluations.

- Employees are consulted anonymously through a series of online access panels. This process is conducted entirely independently of the companies themselves to ensure that respondents have the opportunity to answer openly and honestly, without fearing that responses may be seen by their employers.

Facts

- Respondents from around the world give their "**willingness to recommend**" their employer on a scale from 1 to 10 and, in addition, have the opportunity to review their company across various aspects of employment. Respondents can also give reviews of recent, and previous employers. Finally, participants are given the chance to provide their **public perception** of other employers active within their country and industry.

- The surveys take around 8-12 minutes to complete. After cleaning, aggregation, various control steps, and calculation, the list is compiled by selecting the **850** multinational corporations with the highest overall scores.

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Which types of organizations fall into the scope of this project?

Summary

Project Scope

1. **Multinational Organizations**

   • Due to the broad, worldwide scope of this project, the ranking aims to identify the world's best employers among large, multinational organizations that have a presence in multiple regions around the world.

   • In order to be relevant, companies or their subsidiaries must have operations or employment opportunities in at least two regions around the world.
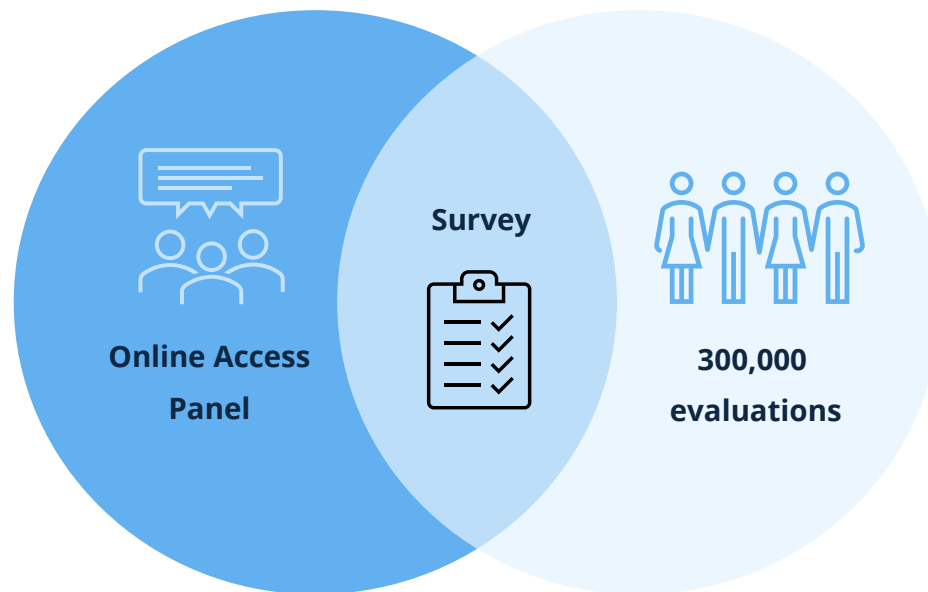
2. **Parent Companies**

   • All reviews are aggregated into "corporate groups" underneath a single "parent" company/employer brand.

   • This criteria aims to ensure that all employees within a corporate group can offer their opinion on the employer, regardless of whether they work in the corporate headquarters or in a production facility in another country.

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Online access panels are used to ensure complete anonymity for survey respondents

Sampling process

- The survey was conducted using online access panels, successfully collecting over 300,000 evaluations from employees working part- or full-time for companies and institutions across more than 50 countries worldwide.

- An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

Online Access Panel

Survey

300,000 evaluations

- **Participants:**

✓ **Full-time** (> 35 hours per week)

✓ **Part-time** (< 35 hours per week)

✗ **Unemployed**

✗ **Self-employed**

✗ Company size **< 1,000 employees**

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The evaluation relies on two core pillars: direct responses from employees, and public perception responses from other employees within the country/industry

Single line subheading

Direct Reviews:

How likely are respondents to recommended their current employer to friends or family members?
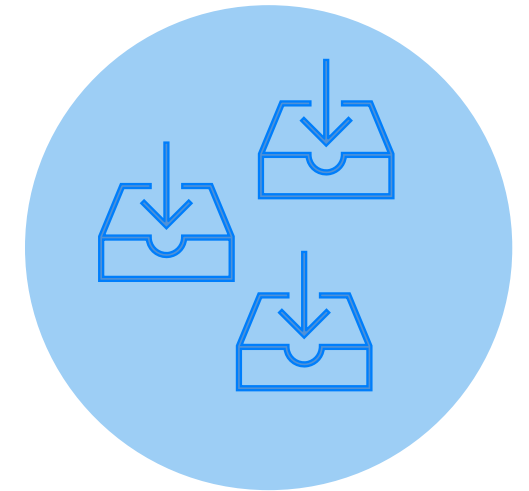
- Also have the opportunity to review specific elements of their employment.

- Can review additional employers where they have been employed in the past 3 years.
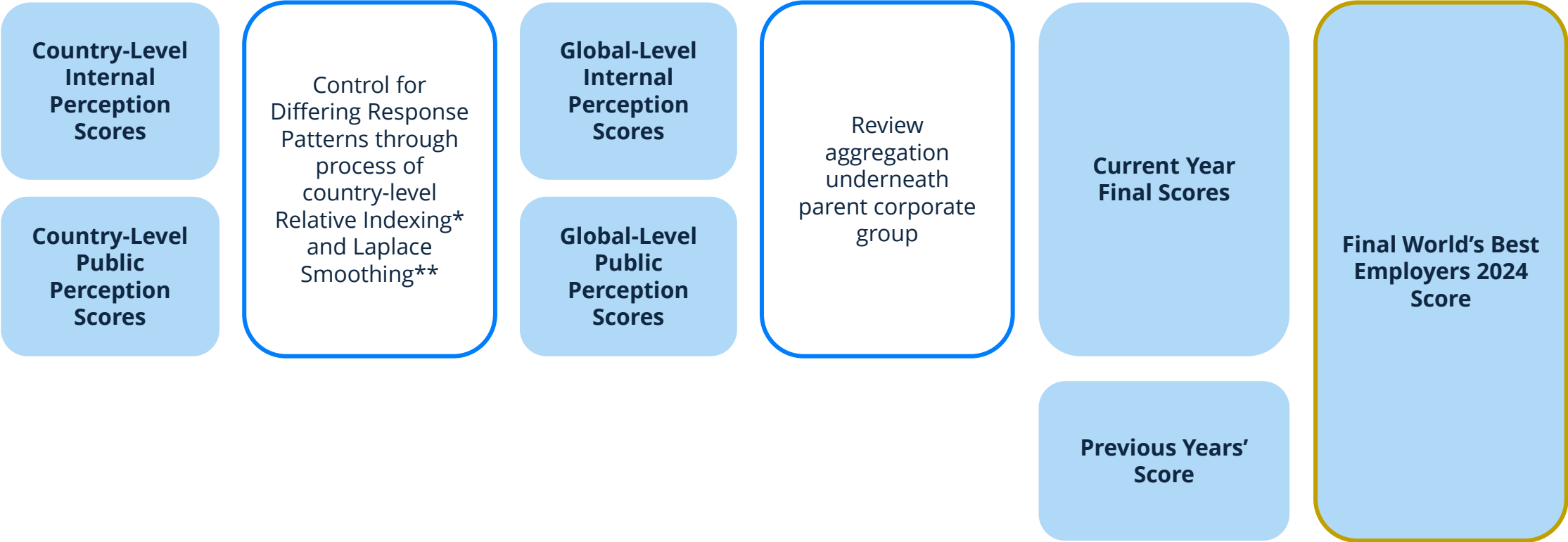
Public Perception:

Respondents are given the opportunity to provide their opinion (positive or negative) about other employers in their industry or country.

- Additionally, have the opportunity to review specific elements of their employment.

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Overall scores combine internal perception, public perception, and results of previous years

Aggregation Process

Country-Level Internal Perception Scores

Country-Level Public Perception Scores

Control for Differing Response Patterns through process of country-level Relative Indexing* and Laplace Smoothing**

Global-Level Internal Perception Scores

Global-Level Public Perception Scores

Review aggregation underneath parent corporate group

Current Year Final Scores

Previous Years' Score

Final World's Best Employers 2024 Score

* Based on relative indexing formulas

** Scores are adjusted using Laplace

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Surveys conducted in over 50 countries around the world

Aggregation Process

Survey countries

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