

Workforce of Today and Tomorrow, a study of empathy and collaboration

At Hospiamo, we are committed to social entrepreneurship, community development and individual empowerment; we do this by imagining new realities, collaborating with like-minded leaders, serving the under-served and taking action to affect positive change.

Recently, we completed a study.

What do Workers want TODAY?

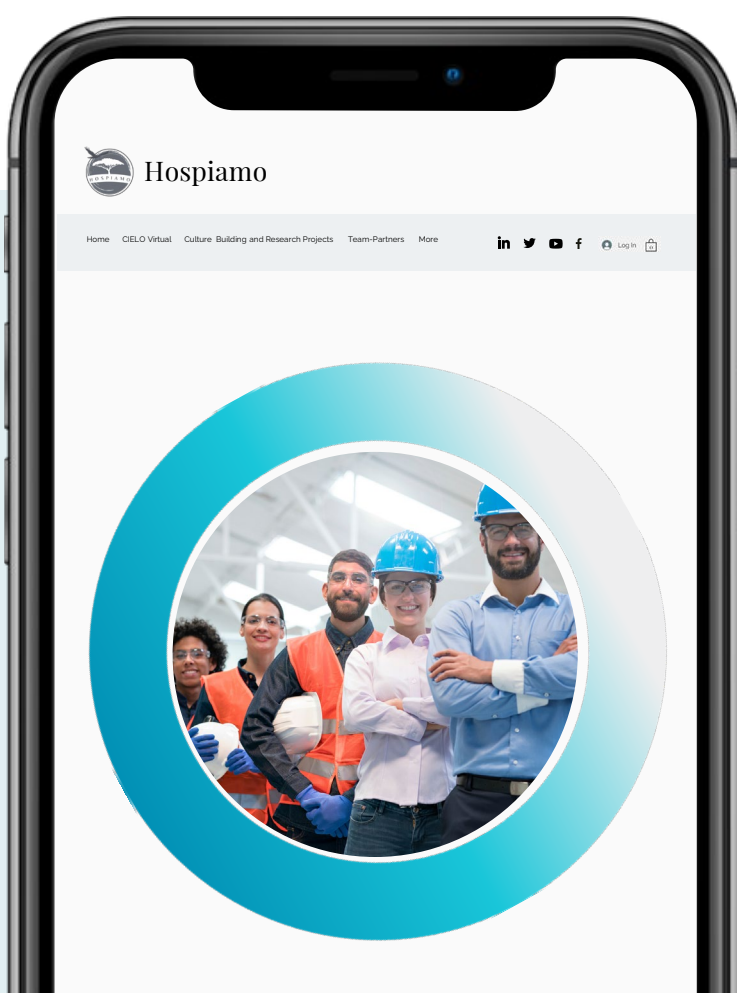
What will Workers want TOMORROW?

Are workplaces, communities and states at Risk?

In collaboration with Great Place To Work Institute, we analyzed 60 Standardized Employee Survey Questions, from 323 of “Great Places To Work”

- 50 “Certified” Small, Medium and Large Companies based in **North Carolina**
- 100 Large U.S. Companies
- 100 Medium U.S. Companies
- 100 Small U.S. Companies
- The Great 100 Places to Work for **Women, Millennials and Diversity** focused Workplaces

A portion of the study's findings is included here, shared and designed specifically for Vision Northwest North Carolina and Boone Area Chamber of Commerce



This is a study by **Hospiamo**, using data from Great Place To Work certified companies, active since January 2021

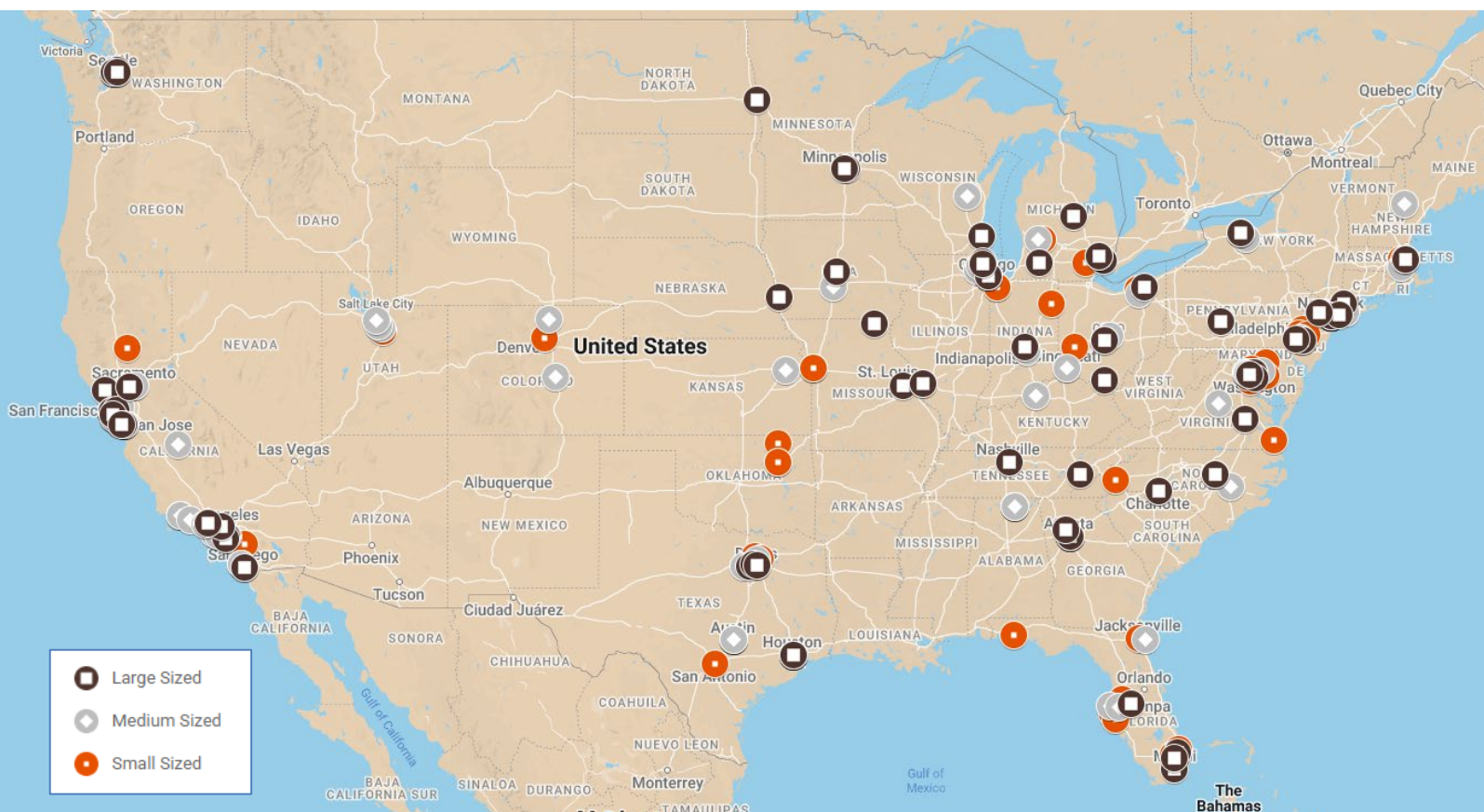
For more information about the study, please contact:

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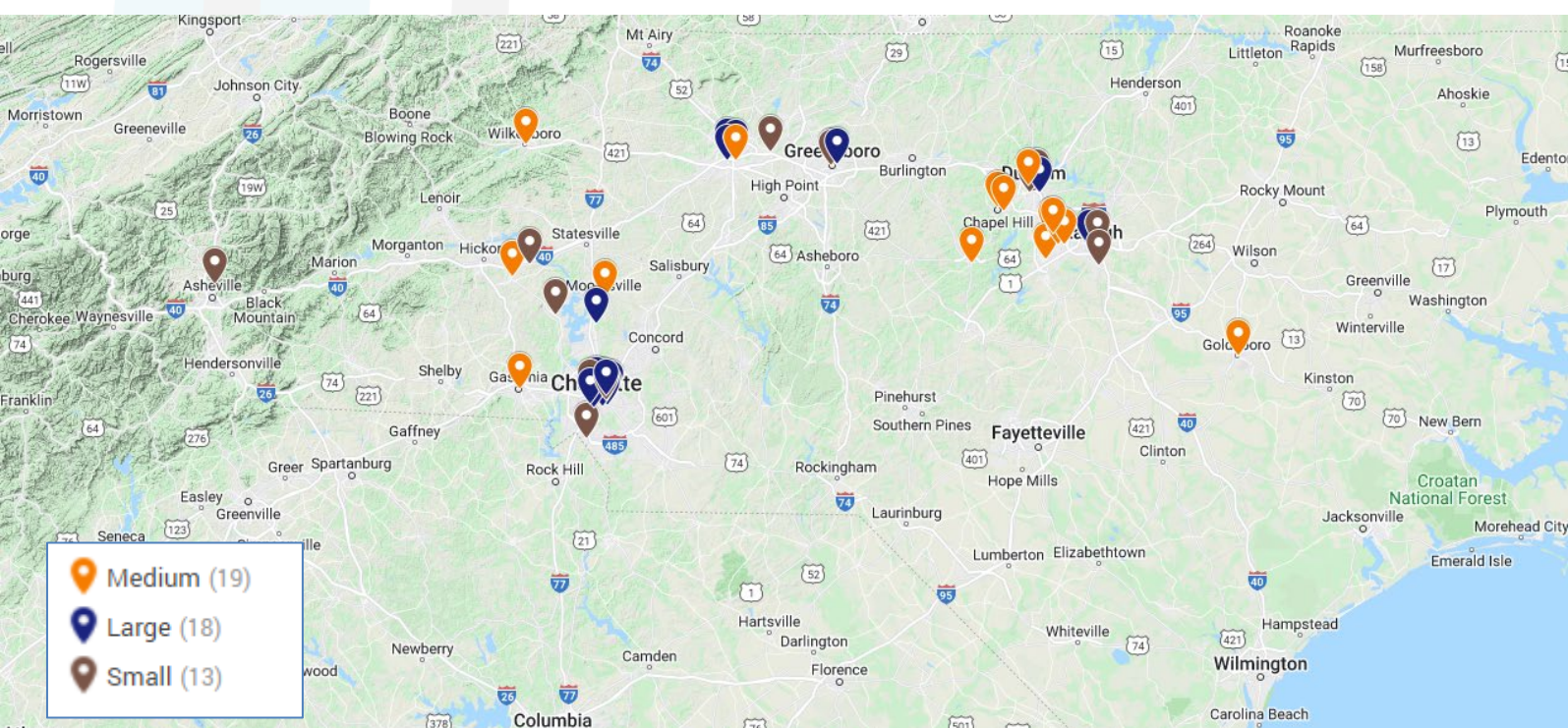


Where are the Great Places To Work located? Where are the gaps today, and tomorrow?

Map of the Top 300 “Great Place To Work” Companies, Large, Medium and Small



Map of the 50 Certified and Active “Great Places To Work” in NC



Stats

***Employees leave Certified companies less than half as much as average companies. Target, for example, has less attrition numbers than 2019 (ranked #12 Nationally for Large Companies).**

Per capita, **North Carolina** with ~10M population has 50 “Great Place To Work” Certified and Active companies; 1 for every 207,000 people living in the state.

- National average is 1 for every 119,000 people living in US.
- California, with ~39M population, has 1 Certified Company for every 58,000 people living in the state.
- Colorado, with ~5M population, has 55 Certified Companies; 1 for every 103,000 people living in the state

The consistently Great Companies Experience:

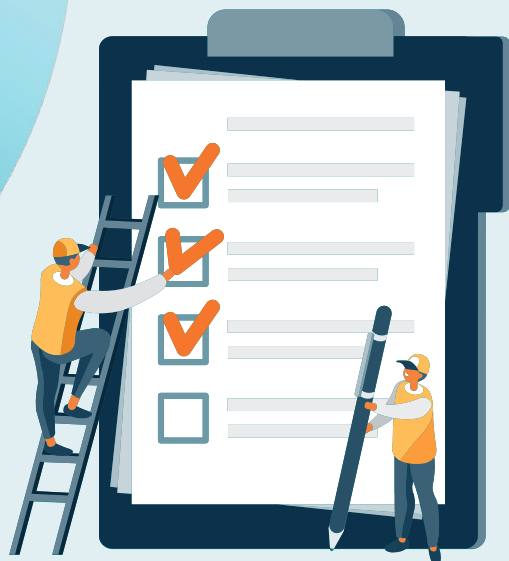
1. Half the turnover of their peers
2. Employees who are six times more likely to recommend their employer to others
3. Eighty percent of their employees look forward to coming to work and feel psychologically and emotionally healthy.
4. Ninety percent of employees say their company is a great place to work and feel cared for.



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The Voice of the Employee

How does North Carolina compare?

What **Drives** the Employees to Feel it's a Great Place to Work?

Top Five(5) Driver Questions, an analysis of the 60 Question Survey completed by the 323 subject companies



Made to feel welcome upon joining

The most popular "Top 5 Driver" to being a Great Place To Work is "Made to feel welcome upon joining"

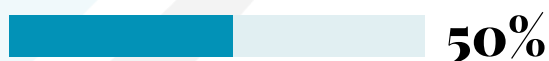
NC Certified Co's: **66%**



Management is honest and ethical in business practices

The 2nd most popular "Top 5 Driver" to being a Great Place To Work is "Management is honest and ethical in business practices"

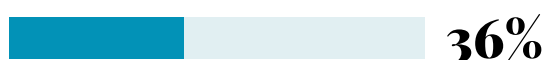
NC Certified Co's: **40%**



Proud to tell others I work here

The 3rd most popular "Top 5 Driver" to being a Great Place To Work is "Proud to tell others I work here"

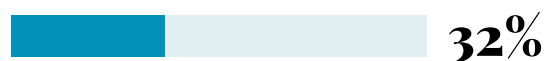
NC Certified Co's: **26%**



People are given a lot of responsibility

The 4th most popular "Top 5 Driver" to being a Great Place To Work is "People are given a lot of responsibility"

NC Certified Co's: **44%**



I feel good about how we contribute to the community

The 5th most popular "Top 5 Driver" to being a Great Place To Work is "I feel good about how we contribute to the community"

NC Certified Co's: **26%**

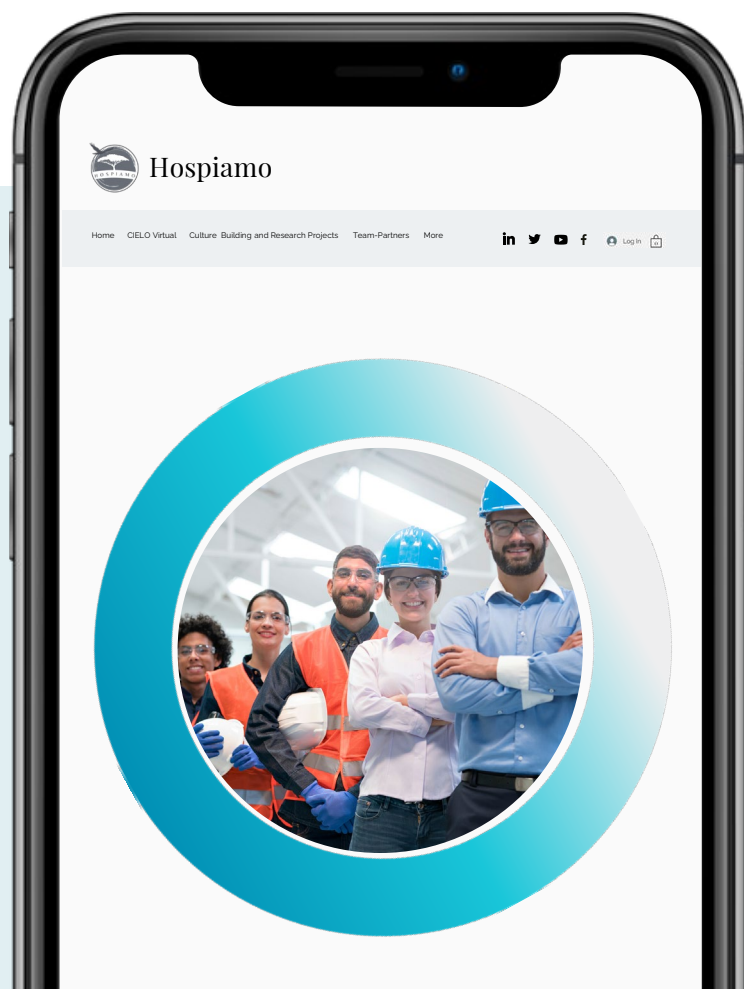
NC Notes: Other Notable differences in US and NC:

"I am able to take time off work when I feel it's necessary"

US Companies: **26%**, NC Certified Co's: **36%**

"Management Trusts people to do a good job without watching over their shoulders"

US Companies: **9%**, NC Certified Co's: **18%**



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