

## **JOINT MEDIA RELEASE**

### **Great Place to Learn™-Certification to recognise strong workplace learning cultures that enhance workforce skilling and business transformation**

**Singapore, 4 November 2018** – Two companies – Shalom International Movers Pte Ltd and Signify (previously known as Philips Lighting) – will be the first to receive the Great Place to Learn™-Certification, to be officially launched next Wednesday, 7 November 2018, at the Great Place to Work® Institute Singapore (GPTW)'s annual Awards Ceremony.

The Great Place to Learn™-Certification is a way of promoting and recognising enterprise achievements in championing learning at work, through work, and for work to foster a high-performing workplace culture. It will be jointly offered by Great Place to Work® Institute Singapore and the Institute for Adult Learning (IAL).

This is in line with the national SkillsFuture agenda to encourage enterprises to promote continuous learning and innovation in the workplace to enhance individual skills mastery and business agility to weather disruptions.

Five enterprises, which are part of IAL's Learning Enterprise Alliance<sup>1</sup> (LEA), participated in the Great Place to Learn pilot programme from April to October 2018. Shalom International Movers Pte Ltd and Signify had at least 7 in 10 of their employees responding positively on the Learning Index™ in a survey administered by GPTW. This index is a quantitative indicator that tells us the extent to which an organisation is deemed a great place for learning and development by its employees. More information on the Certification programme can be found in the annexed Factsheet.

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<sup>1</sup> The Learning Enterprise Alliance (LEA) is a knowledge network comprising curated enterprises who are committed to driving strategic adoption of workplace learning to catalyse performance improvements at the workforce, work, and workplace levels. IAL supports LEA enterprises with consultancy expertise and access to knowledge forums to stay abreast of latest trends in leading and sustaining high-performing workplaces and build their talent pipeline through participation in SkillsFuture initiatives.

From 7 November 2018, enterprises keen to be Great Place to Learn™-Certified can embark on the Certification process administered by GPTW. To encourage adoption of Great Place to Learn™-Certification among small-medium enterprises (SMEs), up to 10 eligible enterprises will receive 80% funding support to defray certification costs as part of the suite of LEA member privileges. More information on enterprises’ eligibility criteria can be found in the Factsheet.

Ms Evelyn Kwek, Managing Director of Great Place to Work® Institute Singapore said, “We are excited to collaborate with Institute for Adult Learning to launch the Great Place to Learn™-Certification programme. Culture and learning go hand-in-hand. Great culture is built on a foundation of continuous learning and continuous learning is a way of life only when the workplace culture supports it. As a leader in workplace culture, Great Place to Work® hopes to encourage more leaders to take steps to build positive learning environments in their workplaces and we look to recognise their success through the award of this Certification.”

Ms Hui Mei San, Executive Director of Institute for Adult Learning (IAL) said, “Creating viable and sustainable learning at the workplace is becoming increasingly instrumental in ensuring positive employee engagement and business success. We hope to recognise the efforts of our enterprises through this certification, and to encourage even more to come forward and work with us to create active learning at the workplace.”

## END ##

For media queries, please contact:

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**About Great Place to Work® Institute Singapore (GPTW)**

Great Place to Work® is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and recognition programs, including the annual Fortune “100 Best Companies to Work For®”, a series of Best Workplaces™ lists and Great Place to Work® certifications in over 40 countries, the Institute provides the benchmarks, frameworks, and expertise needed to create, sustain, and recognise outstanding workplace cultures.

Great Place to Work® Institute Singapore established its presence in Singapore since late 2014. Since then, the Singapore office has been the regional hub partnering organisations with operations across the Asia Pacific region.

For more information, please visit: <http://www.greatplacetowork.com.sg>

**About Institute for Adult Learning (IAL)**

The Institute for Adult Learning (IAL) was founded in 2008 as an arm under the former Singapore Workforce Development Agency and now SkillsFuture Singapore to lead professionalisation of the Training and Adult Education sector.

IAL works closely and supports Adult Education professionals, businesses, human resource developers and policy makers through its comprehensive suite of programmes and services on raising capabilities and catalysing innovations in Continuing Education and Training (CET). IAL also champions research in sustaining economic performance through skills, shaping employment as well as CET decisions, and develops innovations through learning technology and pedagogy to heighten adult learning.

For more information, please visit: <http://www.ial.edu.sg>

## FACTSHEET ON GREAT PLACE TO LEARN™ CERTIFICATION

### Introduction

1. The Great Place to Learn™(GPTL)-Certification is jointly offered by Institute for Adult Learning (IAL) and Great Place to Work® Institute Singapore (GPTW) as a way of promoting and recognising 1enterprise achievements in fostering positive learning and high-performance workplace cultures. This is in line with the national SkillsFuture agenda to encourage enterprises to promote continuous learning and innovation in workplaces and foster a national culture of lifelong learning.
2. The Great Place to Learn™-Certification is created as an additional product within Great Place to Work® current suite of recognition programmes in Singapore - The Singapore Best Workplaces™ Lists and Great Place to Work®- Certification programmes. By undertaking the Great Place to Lear-Certification, enterprises can potentially attain the Great Place to Work®, Great Place to Learn™- Certification as well as being placed on the Singapore Best Workplaces™ List through **one assessment process**. This assessment is based on employees' evaluation of their workplace experiences.
3. Further information about enterprises' opportunities for recognition and their qualifying criteria are presented in Annexes A1 and A2.

### The Learning Index™

4. Drawing on global and current research on organisation practices that inspire continuous individual and team learning and performance, IAL and GPTW have jointly developed a **Learning Index™**. This index is a quantitative indicator that tells us the extent to which an organisation is deemed a great place for learning and development by its employees.
5. To create the index, we have mapped IAL's proprietary diagnostic to assess enterprise workplace learning conditions against GPTW's Trust Index® Survey built on 30 years of research and data<sup>1</sup>.
6. The Learning Index™ comprises 20 statements addressing 4 key aspects that are present in enterprises with great learning environments:
  - a. **Leaders:** Leaders earnestly engage employees through speaking and active listening, pro-actively seeking ideas, and involving team members in decisions that affect them. In this way, leaders encourage transparency and demonstrate humility, fostering fluid knowledge exchange and mutual learning.

Leaders also set their employees up for success by equipping them with training and resources, and incorporating sufficient variety and challenge in the design of work to keep employees motivated to learn continuously. Leaders are also forward looking, ensuring that employees stay relevant through constant upgrading.

To motivate and sustain learning, leaders are also explicit in their expression of appreciation, reward appropriately (e.g. promotion) and in a timely manner.

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<sup>1</sup>The Great Place to Work® Trust Model is also used to curate the renowned Fortune "100 Best Companies to Work For" in the US. On average, Great Place to Work® surveys more than 6,000 organisations annually, representing the voices of over 10 million employees across 58 countries.

- b. **Co-Workers:** Team members are not only cooperative, but also willing to commit and give their best in all that they do. All in the team are able to contribute productively and wholeheartedly, and in the process, acquire new learning individually or collectively.
- c. **Individuals:** Staff have a deep connection with their work individually and as a team, creating an intrinsic desire to share knowledge and improve for the good of the team and organisation.
- d. **Environment:** Everyone feels psychologically safe and physically conducive to be curious and have an open desire to acquire new knowledge, experiences and skills. No one is penalised for taking risks that are informed and calculated.

#### Great Place to Learn™ Certification Process

7. Enterprises keen to be Great Place to Learn™-Certified can embark on the Certification process administered by GPTW. This involves deploying the *Great Place to Work® Trust Index®* Survey (either online or through pen and paper) to its employees. Please refer to Annex B for a pictorial overview of the Certification process.
8. Enterprises which meet the qualifying criteria stand the chance to be Great Place to Learn™ -Certified and/or Great Place to Work®-Certified. They can be further considered for a placing on Great Place to Work's premier Singapore Best Workplaces™ List if they complete a Culture Audit© questionnaire<sup>2</sup>. Enterprises benefit from **enhanced employer value branding** as the GPTL and/or other recognition badges can be shared through social media and relevant branding materials. This quality hallmark assures customers that the enterprise champions learning and innovation for continuous value creation, and attracts increasingly mobile talent who value growth and developmental challenges in a high-trust workplace.

Annex A2 presents the qualifying criteria for GPTL/GPTW-Certification and for a placing on the Singapore Best Workplaces™ lists.

9. Beyond getting Certified, enterprises can expect to receive insights that affirm strengths and uncover opportunities for improvement at the end of the assessment process. The survey insights report provides objective data, benchmarks and recommendations on priority areas to drive powerful improvements to workplace culture and practices.

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<sup>2</sup> This process requires enterprises to respond to a series of questions, which seek to understand the enterprise's philosophy on leadership practices and the overall "way of life" within the organisation.

### **The Learning Enterprise Alliance (LEA)**

10. To encourage adoption of the GPTL certification among small-medium enterprises (SMEs), interested enterprises can apply to be part of IAL's Learning Enterprise Alliance (LEA) to be eligible for 80% funding support to defray certification costs.
11. The LEA is a knowledge network comprising curated enterprises who are committed to driving strategic adoption of workplace learning to catalyse performance improvements at the workforce, work, and workplace levels. IAL supports LEA enterprises with consultancy expertise and access to knowledge forums to stay abreast of latest trends in leading and sustaining high-performing workplaces and build their talent pipeline through participation in SkillsFuture initiatives. Separate LEA eligibility criteria applies; see Annex C for more details.

### **For more information**

Enterprises keen to find out more about:

- a. *Great Place to Learn™ or Great Place to Work® Certification* managed by GPTW can email [sg\\_gptl@greatplacetowork.com](mailto:sg_gptl@greatplacetowork.com)
- b. *Learning Enterprise Alliance* managed by IAL can email [learningatwork@ial.edu.sg](mailto:learningatwork@ial.edu.sg)

### **For media queries, please contact:**

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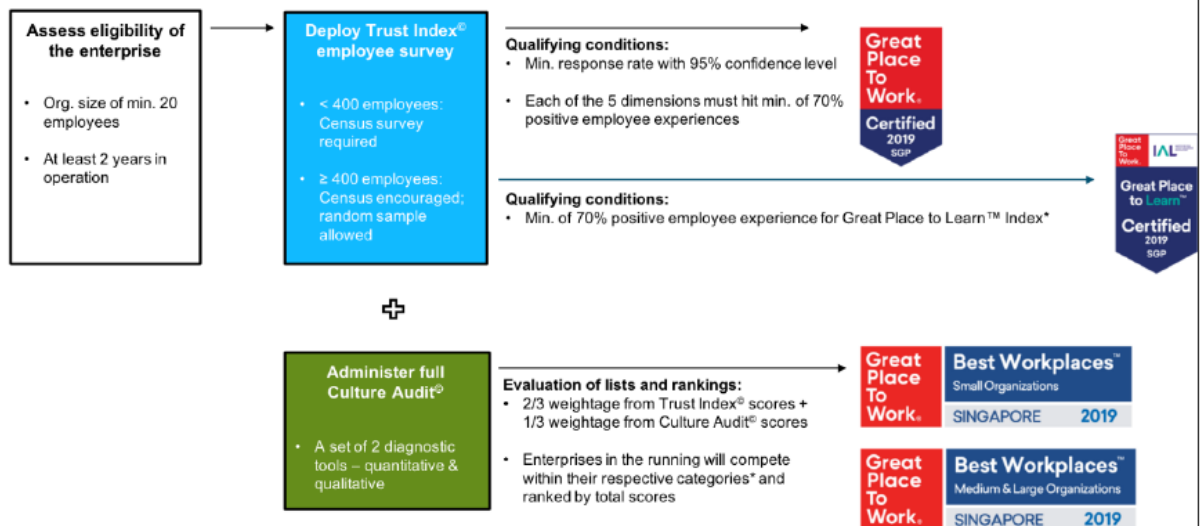
For more information, please visit: <http://www.ial.edu.sg>

## Annex A1: Recognition Opportunities for Enterprises



## Annex A2: Qualifying Criteria for Recognition Opportunities

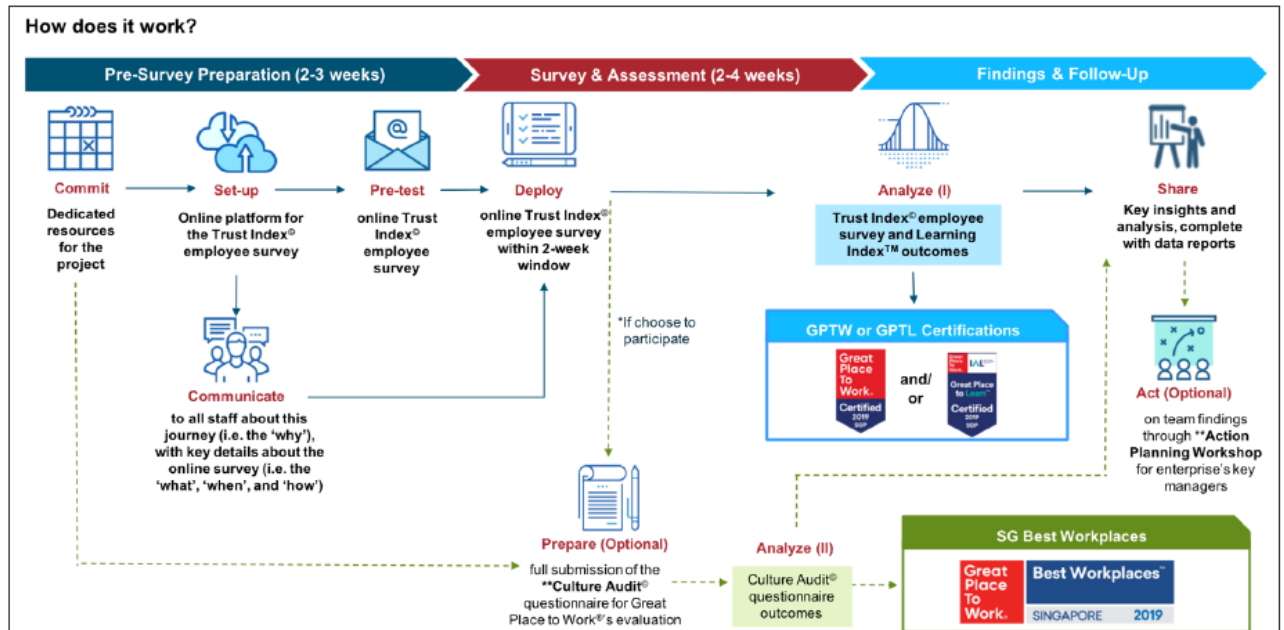
### Qualifying criteria across recognition programmes



Note: Each recognition award is valid for a 12-month cycle only, starting from the time when diagnostic evaluations have concluded (for certifications)/ when the Singapore Best Workplaces of that year have been officially announced.



## Annex B: The Certification Process Journey Map



#### **Q: How does going through the Certification process benefit my enterprise?**

The Certification process provides you with valuable data about the current state of your workplace culture, and provides your enterprise with an opportunity to be recognised as a great workplace.

- **Know what's working.** The process gives you a chance to assess and benchmark your culture against other successful organisations. Our survey data identifies your strengths and opportunity areas and in metrics that are easy to understand.
- **Grow your bottom line.** A healthy culture means a financial advantage in a competitive marketplace – Certification tells investors, candidates and vendors that you're a safe bet.
- **Grow your brand** - Brand yourself as an organisation that cares and wins customers' attention and loyalty. Our Certification Programmes gives you the marketing resources to build brand recognition. Additional advisory support provides you with actionable insights to drive real business results.
- **Earn national acclaim.** Great Place to Work-Certified™ organisations have a chance to steal the spotlight by ranking on one of our Best Workplaces lists produced annually.

#### **About Professional Fees and Funding Support**

##### **Q: What is the cost to embark on the standard Great Place to Learn™ process?**

Companies need to pay just one fee to go through the process for a chance to be Great Place to Learn™-Certified, Great Place to Work®-Certified. Professional fees start from SGD3,000 and varies depending on enterprise's size and types of survey result reports it wishes to receive.

##### **Q: Is there funding support for the Great Place to Learn™ initiative?**

Institute for Adult Learning (IAL) can support up to 10 small and medium-sized enterprises annually, at \$7,000 per enterprise. The enterprise eligible for the funding will pay an additional \$1,750 (exc GST). This is for a process that includes:

- Deployment of an online survey in English/Chinese for up to 400 employees
- Provision of survey results data reports with benchmarks
- Presentation session of key insights with consultant's analysis and recommendations
- Opportunity to be Great Place to Work®-Certified and/or Great Place to Learn™-Certified

Enterprises who wish to be considered for a placing on the Singapore Workplaces™ List will need to complete the Culture Audit® questionnaire for evaluation by GPTW. Separate fees apply for this process.

##### **Q: Who is eligible for Great Place to Learn™ funding support?**

Small-medium enterprises who meet all the following criteria:

- Member of the Learning Enterprise Alliance (LEA) managed by IAL, in the calendar year that the enterprise undergoes the Great Place to Learn™ process

- o Legally registered or incorporated in Singapore, with an annual sales turnover of under SGD100 million, or with an employee headcount of no less than 50 and no more than 200 employees
- o Management support and commitment to facilitate relevant employee communications and ensure optimal participation.

### **About The Learning Enterprise Alliance (LEA)**

#### **Q: What is Learning Enterprise Alliance (LEA)?**

Managed by IAL, the Learning Enterprise Alliance (LEA) is an exclusive knowledge network of enterprises, representing diverse industry sectors and profiles, and committed to strategic adoption of workplace learning to promote performance improvements at the workforce, work, and workplace levels.

To address internal business needs and contribute to the LEA knowledge-sharing network, LEA members are required to undertake a performance improvement project lasting between 4 - 6 months that

- enhances manpower skilling outcomes
- increases productivity through work re-design
- enables the enterprise to participate and benefit from SkillsFuture initiatives.

LEA members are eligible for funding support at up to 80% of eligible consultancy costs, or SGD 10,000 whichever is lower, to jumpstart their workplace learning transformation. LEA members also receive exclusive invitations to Masterclasses, Learning Journeys and Roundtables organised by IAL to stay abreast of latest trends and developments in leading high-performing enterprises.

#### **Q: How can an enterprise apply to join the Learning Enterprise Alliance (LEA)?**

Managed by IAL, an institute of SkillsFuture Singapore, application for LEA starts from 7 Jan 2019 and closes on 28 Feb 2019.

Interested enterprises must have:

- commitment and resources to complete a business improvement project lasting 4-6 months with IAL to benefit from and support SkillsFuture initiatives.
- senior management committed to contributing to the LEA knowledge network and enriching their own capabilities to lead high-performing organisations.

Interested enterprises can write in to [learningatwork@ial.edu.sg](mailto:learningatwork@ial.edu.sg) and IAL will get in touch for follow-up conversations to assess enterprise eligibility. IAL reserves full rights to make the final decision on all application outcomes.

#### **Q: Which enterprises are currently part of the Learning Enterprise Alliance (LEA)?**

Please refer to Appendix 1 for list of LEA enterprises.

## List of LEA 2018 Enterprises

Sector	Name of Enterprise
Healthcare	All Saints Home
	Farrer Park Hospital
	Tan Tock Seng Hospital
	Econ Healthcare Group
	Kwong Wai Shiu Hospital
Construction	Aegis Building and Engineering Pte Ltd
	Feng Ming Construction Pte Ltd
	GL Engineering and Construction Pte Ltd
	YJ International Pte Ltd
Retail	Home-Fix D.I.Y Pte Ltd
	House of Teak Pte Ltd ( <i>Scanteak</i> )
	Signify in Singapore (formerly known as Philips Lighting)
	WingTai Asia Retail Pte Ltd
Engineering	Microcast Pte Ltd
	Rohde and Schwarz Asia Pte Ltd
Food & Beverage	CHWM Pte Ltd ( <i>CoffeeHive and Wok Master</i> )
Logistics	Shalom International Movers
Security	Concorde Security Pte Ltd
Creative Industries	Dezign Format Pte Ltd
Undertaker	Direct Funeral Services Pte Ltd