

TIRE INDUSTRY'S BEST PLACES TO WORK

REGISTRATION DEADLINE:

March 17, 2023



What is Tire Business Best Places to Work?

This program is a survey competition to determine which participants are the best employers. The process is managed by Best Companies Group (BCG) and winners are published by Tire Business.

What is Best Companies Group (BCG)?

Best Companies Group is an independent research firm specializing in identifying and recognizing great places to work. BCG manages programs worldwide, including the US, Canada, and the UK.

Why Participate?

By participating, you can find out if you are one of the Tire Industry's best employers! It can also result in significant organizational benefits for entrants:

- **Heightened Company Pride:** If your company appears on the list, it could improve employee morale and retention.
- **Public Relations and Marketing Advantage:** Organizations can use the distinction to enhance recruiting efforts, increase the value of general marketing and improve reputations.
- **The BCG Insights Report Package:** While participation is FREE, participants can pay as little as \$830 to receive their Insights Report Package detailing the company's employee responses. Also included are employee and employer benchmarks.

Who Can Participate?

To be eligible for consideration, organizations must:

- Be in business a minimum of one year
- Have at least 15 employees
- Eligible Companies include:
 - Online tire businesses, such as Tire Rack, Simple Tire, etc.
 - Franchisees of such groups as Tire Pros, Big O Tires, etc.
 - Mass Merchandiser tire stores, such as Walmart Tire and Lube Express locations, Sears Tire Centers (individual stores not eligible)
 - Wholesale Clubs that sell tires, such as BJ's or Costco (individual stores not eligible)

See all eligibility criteria [here](#).

What Does It Cost?

# of Employees	# of Employees Surveyed	Online Fee
15-24	All	FREE
25-99	All	FREE
100-199	All	FREE
200-499	Up to 250*	FREE
500-2499	350*	FREE
2500+	400*	FREE

Assessment Description

The process includes two surveys to gather detailed data about each participating company. BCG conducts the surveys, analyzes the data and determines the winners and rankings.

- **Part I – Employer Questionnaire (EQ):** The employer (main company contact) will complete this survey, detailing company policies, practices, benefits and demographics. The employer will be asked to complete the EQ online.
- **Part II – Employee Engagement & Satisfaction Survey (EES):** The employee survey is an in-depth set of statements (77) that employees will be asked to respond to on a 1-5 Likert scale of "Strongly Disagree" to "Strongly Agree". This section of the survey will also include two (2) open-ended questions, and seven (7) demographic questions. If e-mail and internet technology is not available for use by company employees, BCG also has paper surveys available.

Announcing & Recognizing the Winners!

The contact at each company is notified of their status prior to the release of the winner rankings in July 2023. Non-winning organizations are not publicly revealed.

For more information or to register, please visit
www.BestPlacestoWorkTB.com
or contact the program manager, Jessica Zeitler at
717-323-5279 or at JZeitler@BestCompaniesGroup.com