

TIRE BUSINESS BEST PLACES TO WORK

REGISTRATION DEADLINE:

August 27, 2021



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 Outside'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 \$755 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 a publicly held or privately held retail, commercial, OTR, retread or wholesale tire dealership in the U.S. of any size;
- Have a minimum of 15 full-time or part-time employees working in the United States
- Must be in business a minimum of one year
- 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: <https://www.bestplacestoworktb.com/eligibility-criteria>

What Does It Cost?

# of Employees	# of Employees Surveyed	Online Fee	Paper Fee
15-24	All	FREE	\$310
25-99	All	FREE	\$455
100-199	All	FREE	\$585
200-499	Up to 250*	FREE	\$665
500-2499	350*	FREE	\$765
2500+	400*	FREE	\$920

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 (EESS):** 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 December 2021.

Non-winning organizations are not publicly revealed.

For more information or to register, please visit

www.BestPlacestoWorkTB.com

**or contact the program coordinator, Christopher Miller at
717-323-5240 or at CMiller@BestCompaniesGroup.com**