

GREAT  
PLACE  
TO  
WORK®

JOURNEY

Giftwork® Training  
Essentials

# How can you build a culture of trust?

GROWTH

COLLABORATION

PRODUCTIVITY

INNOVATION



## Calling all HR Professionals and Executives.

This is your chance to preview a condensed 1-day version of our powerful new approach to training frontline and mid-level managers.

**Why is the Giftwork® approach so powerful? Because it can fundamentally transform your workplace culture. Everyday tasks, often seen as obligations, become opportunities to build trust between managers and employees.**

Companies of all sizes that undertake the journey to become a great workplace – from small businesses to multinationals – consistently outperform their competitors with enhanced returns, greater productivity, deeper collaboration, and more innovation. We'll show you what fosters the trust required for this transformation, and what destroys it, as we look at video interviews with employees and discuss practices from the world's best workplaces. You'll develop the personal skills

every manager should master – and learn what it takes to build an inspiring, productive workplace culture.

Our journey is highly interactive, immersive, and fun. We use a range of approaches, including co-teaching, modeling and role-playing, to ensure that you'll leave with practical techniques you can implement with your team immediately.

**LEARN MORE >** Giftwork® Training  
[training@greatplacetowork.ca](mailto:training@greatplacetowork.ca)  
Toll Free Phone: (866) 712-0630

# The journey starts with you.

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Building trust in the workplace is a powerful investment in your team and in your company. Over time, it will lead to better recruitment, lower turnover, more loyal customers, higher productivity, and – just as importantly – a more fulfilling experience of work for managers and employees alike.

Transforming workplace culture doesn't happen by edict. It starts on the ground, in everyday interactions between managers and their employees. The Giftwork® approach doesn't require drastic changes in the way you conduct your business. Rather, it's about infusing what you already do with a renewed sense of generosity, individual intention, and inclusion.

For twenty five years, Great Place to Work® has been studying companies of every size, in all industries, all over the globe. Companies on their journey to becoming a great workplace look to us for our assessment tools, trainings, advisory services, conferences and workshops,

and the world looks to us to identify the best workplaces through our renowned lists, published in over 40 countries. We have the most comprehensive data on workplace quality anywhere, and we've used it to help transform companies of all sizes in fundamental ways.

*"I thought the instructors were extremely knowledgeable and felt the 'Best Practice' examples they shared from other leading organizations were of great value. This session also helped me to realize there are best practices already being used in my company – we just need to recognize and share them more broadly." - Workshop Participant*

## AUTUMN 2011 CALENDAR

### Giftwork® Training Essentials

- › Halifax: August 29
- › Mississauga: August 30
- › Toronto: August 31
- › Winnipeg: September 1
- › Calgary: September 14
- › Vancouver: September 15

**Price:** \$690 per person OR **Early Bird Special:** \$590 (until end of July)

Deeper discounts are available for groups, members of some provincial HR associations, and nominees for the Best Workplaces list.  
Fully catered event.



Register at [www.gptwjourney.ca](http://www.gptwjourney.ca).

For more information contact us at [training@greatplacetowork.ca](mailto:training@greatplacetowork.ca)

or call toll free **(866) 712-6030**.

[www.greatplacetowork.ca](http://www.greatplacetowork.ca)