

PRESS RELEASE

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FOR IMMEDIATE RELEASE

May 20, 2010.



## Best Workplaces in Europe 2010 announced

**Employees reward consistency and the Best Workplaces continue to outperform the market also during downturns.**

**Copenhagen, Denmark - May 20, 2010:** The Great Place to Work® Institute has announced Best Workplaces in Europe 2010. The list is the outcome of the world's largest workplace study with the participation of more than 1,300 companies in 17 European countries.

For the third consecutive year, **Microsoft** wins the large company size category (500+ employees) with 15 of the European branches. The Best Small & Medium-sized Workplace in Europe 2010 is the Dutch-based consulting company **&samhoud**, who makes it to the top on the third appearance on the European list.

"Despite the current economic crisis the quality of the Best Workplaces in Europe continues to improve," says Palle Ellemann, Managing Director for Great Place to Work® Institute Europe. "and the 100 Best in Europe are still hiring, 2.2% more people in the past 12 months. This is less than previous years, but at the same time the 100 Best are improving productivity by 12.9%, which is the reason why these companies continue being extremely successful businesses."

One of the main reasons for why the Best Workplaces continue being so successful in creating great workplaces and great businesses is exactly consistency. Consistency and reliability are some of the main drivers for trust and this is more true than ever before. The data from almost 300,000 European surveys this year shows that the two statements related to employees' perception of managers reliability are the two statements with the strongest correlation to the employees' perception of a great place to work. "In other words, that managers "walk the talk" is the single most important issue for employees these days," says Palle Ellemann, Managing Director for Great Place to Work® Institute Europe.

The 100 Best Workplaces in Europe were announced at a Gala Award Ceremony in Madrid, Spain on May 19, 2010. Photos of the event can be downloaded on [www.greatplacetowork-europe-conference.com](http://www.greatplacetowork-europe-conference.com).

### About the Great Place to Work® Institute

A global research and consulting firm with representation in more than 45 countries in Europe, the Americas, Asia, and Oceania, the Great Place to Work® Institute has been dedicated to "building a better society by helping companies transform their workplaces" for the past 27 years. The Institute uses its Trust Index® employee survey and Culture Audit® to create the lists of the 100 Best Workplaces in Europe, in addition to similar lists in more than 45 countries around the world. The Institute recognises the world's best workplaces and provides conferences, workshops, and advisory and advisory services to those who seek to create great workplaces of their own. For more information, please visit [www.greatplacetowork-europe.com](http://www.greatplacetowork-europe.com).

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