



# Welcome to NAA's Best Places to Work Awards



## **Nomination Deadline**

March 19, 2021

## **Finalists Notified**

May 17, 2021

## **Publicity Starts**

May 28, 2021

The 2021 NAA's Best Places to Work Awards recognize the top member organizations that are creating work environments focused on collaboration, innovation and hard work. The awards pay tribute to successful suppliers and management companies that contribute to the industry and a flourishing economy.

## **PROGRAM OVERVIEW**

Each nominee will use our NPS-based survey to solicit employee reviews. These scores are consolidated and ranked utilizing our proprietary scoring algorithm and determine the winners of each contest.

## **2021 PROGRAM UPDATES**

This year we made several updates to the awards program including a new contest structure to reward more organizations, a more clear and fair way to size organizations, and additional ways to promote winners.

Please take a moment to read through this nomination guide and, as always, [contact us](#) if you have any questions.

# More Than an Awards Program

The NAA Best Places to Work NPS-based employee survey is extremely valuable for leadership teams. We provide the content and track the results, enabling management to make changes based on employee feedback. Surveys like these improve retention, engagement and performance, allowing employees to anonymously express their feelings.

The benefits of these surveys are limitless, but if we had to name a few, they achieve the following:

- ✓ Increase productivity
- ✓ Encourage new ideas
- ✓ Reduce turnover
- ✓ Track progress
- ✓ Improve company culture



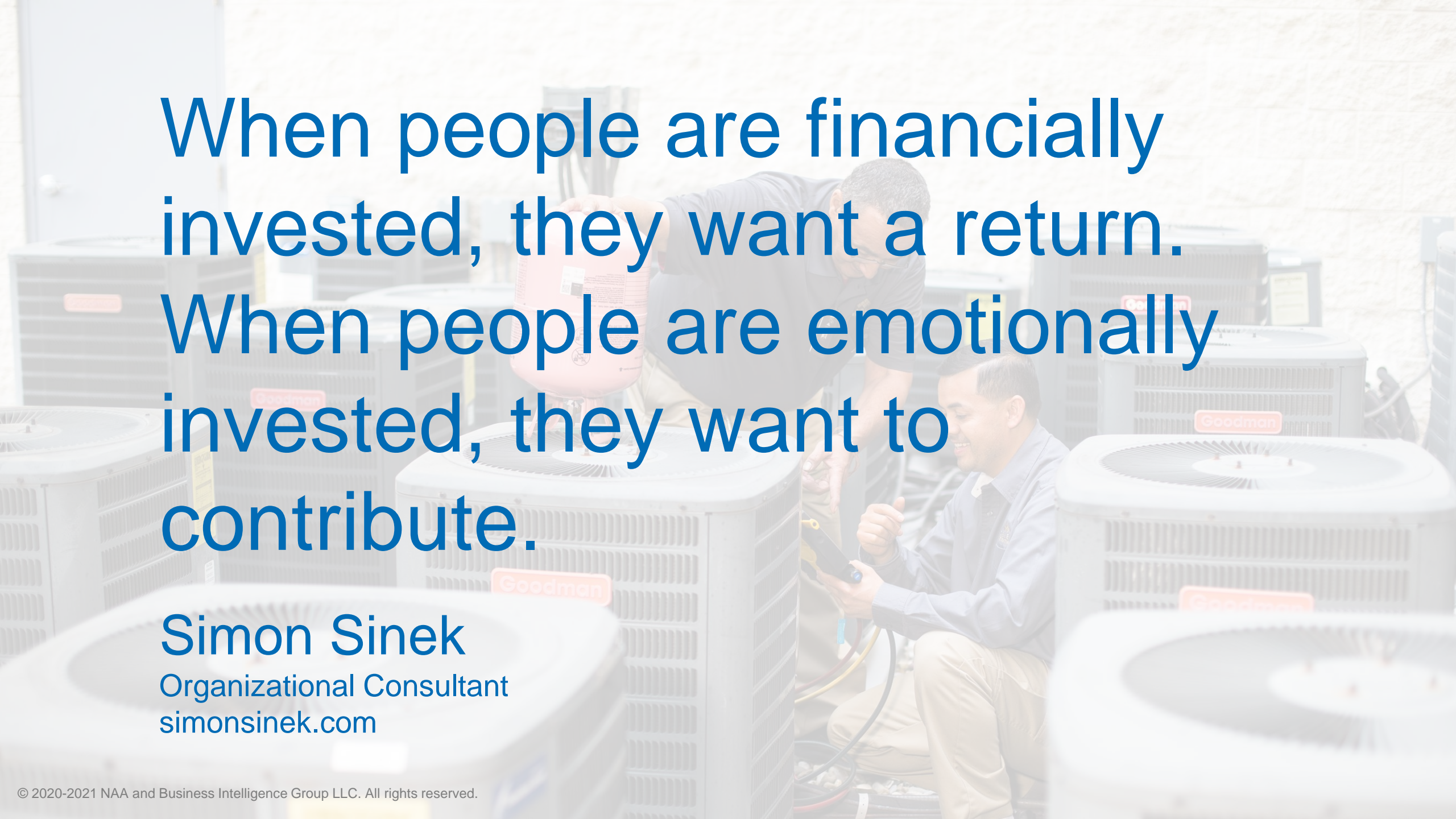
Research indicates that workers have three prime needs: Interesting work, recognition for doing a good job, and being let in on things that are going on in the company.

Zig Ziglar  
Motivational Executive  
[ziglar.com](http://ziglar.com)



# 4 Steps to Winning the NAA Best Places to Work



The background image shows two HVAC technicians in blue shirts and khaki pants working on a row of Goodman air conditioning units. One technician is standing and pouring a pink liquid from a can into a unit, while the other is kneeling and using a tool. The units are white with black grilles and have the 'Goodman' brand name visible on them.

When people are financially  
invested, they want a return.  
When people are emotionally  
invested, they want to  
contribute.

**Simon Sinek**

Organizational Consultant  
[simonsinek.com](http://simonsinek.com)



# Employee Satisfaction Survey

## Why Net Promoter Score or NPS?

The NAA Best Places to Work Awards utilize a Net Promoter Score or NPS-based survey that measures employee experience. This survey can be completed online using any computer, tablet or smartphone. The survey should only take a few minutes to complete. The “About Your Employer” questions are used to score your entry. All other questions can be used by your team to segment employees for further analysis.

### Promoters

Score 9-10

Loyal enthusiasts who can fuel growth.

### Passives

Score 7-8

Satisfied but unenthusiastic.

### Detractors

Score 0-6

Unhappy employees who can cause damage.

## Unique Company 5-digit ID

### About You

What is your gender?

What is your education level?

What is your job level in the company?

How long have you been working for the company?

### About Your Employer

*(all of these are scored on a Likert scale - 1-10)*

Overall, how satisfied are you with your organization/employer?

Overall, how satisfied are you with your role?

How likely are you to recommend your employer to a friend looking for a new job?

How likely are you to recommend the products or services of your employer to a friend or family member?

How likely are you to recommend your current supervisor for a raise or promotion?

How meaningful is your work?

How openly is information and knowledge shared within the company?

How interested is your manager in your professional development?

How familiar are you with the company's strategic, high-level goals?

How competitive is your salary compared to jobs you might find elsewhere?

How much do you feel respected and valued?

What do you like best about your employer?

What do you like least about your employer?

Finally, do you have any comments or concerns you would like to raise?



To view an online survey sample, visit: <http://bit.ly/21-NAA-Survey>

# How many surveys?

To get statistically valid results, a percentage of your employee base must complete the employee satisfaction survey. Surveys are easily completed online using a desktop computer, tablet or smart phone with a browser and Internet access. All full-time or full-time equivalent employees should be surveyed. During the employee survey period, we will provide periodic updates on your employee participation levels. Surveys are 100% anonymous and secure. We do not collect any personally identifiable information.

## SMALL BUSINESS

Up to 100 employees

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50% of employees  
must respond

## MEDIUM BUSINESS

101-500 employees

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25% of employees  
must respond

## LARGE BUSINESS

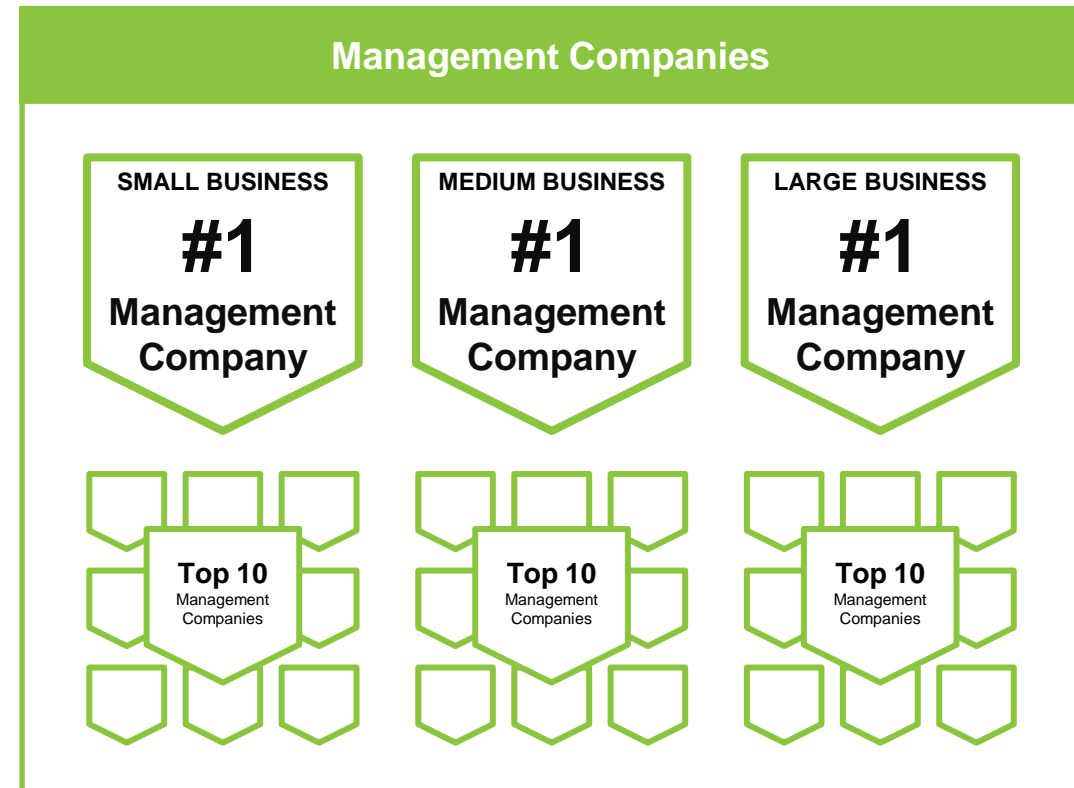
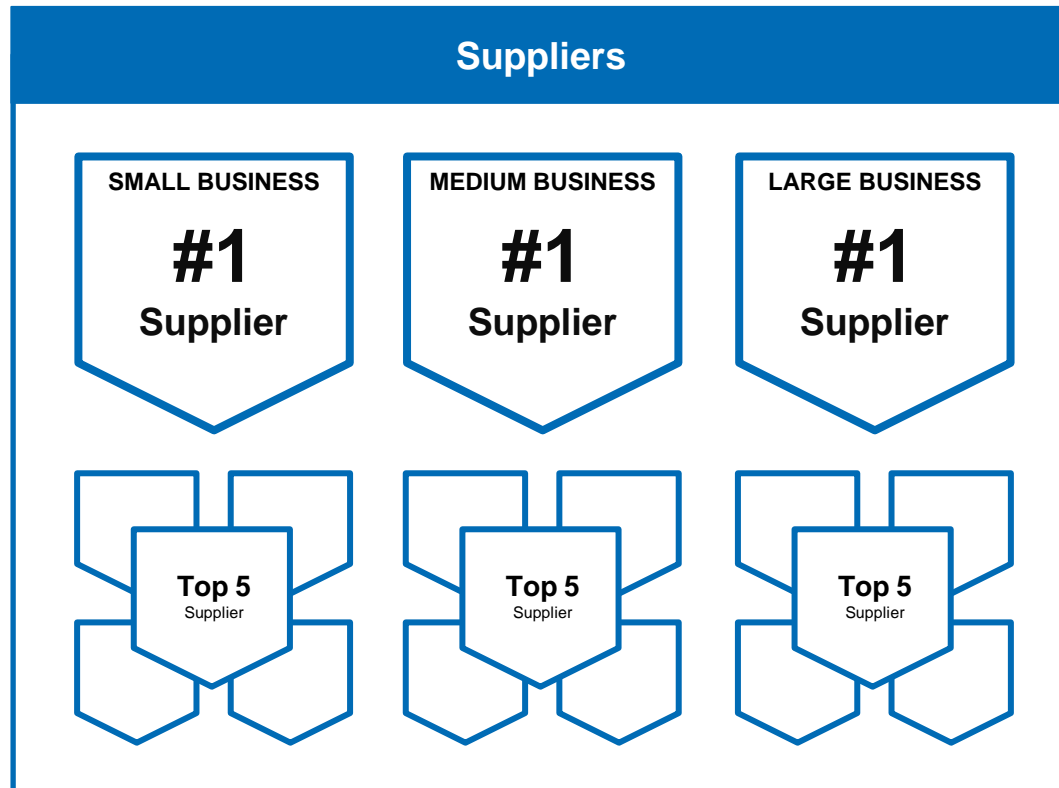
More than 500 employees

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15% of employees  
must respond

# Who Wins and How are Winners Chosen?

Nominees will be divided into six categories, three for **suppliers** and three for **management companies**, each determined by **size of organization**. Winners will be determined by their overall employee satisfaction rating among all nominees in their individual category. The NAA will recognize the number one organization in each of the six categories and all other organizations in the top five of the Suppliers category, and top ten in the Management Companies category. Those nominees whose scores surpass the industry benchmark score will be named a finalist.





# What If We Win?

If your scores rank among the top you will be named a winner. Winners will be announced via press release, in our member publications, on our website and social media channels. As a winning organization, you will receive the following:

- ✓ One trophy
- ✓ Inclusion in the official awards program press release
- ✓ Credit in NAA's newsletter and publications
- ✓ Recognition on NAA's website
- ✓ Acknowledgement on all NAA's social media platforms
- ✓ Royalty-free use of the award logo for your website and marketing materials

## Additional Rules

- All required fields in the nomination form must be complete.
- Information accompanying each nomination must be from the last 12 months.
- Nominations cannot contain plagiarized work.
- Voting is limited to one vote per person. Tracking is done by device and IP address. Surveys can be completed using nearly any modern internet device. Abuse of the system results in immediate disqualification.





Employees engage  
with employers and  
brands when  
they're treated as  
humans worthy of  
respect.

Meghan M. Biro

Founder & CEO  
[talentculture.com](http://talentculture.com)

## What is the Entry Fee?

A \$299 nomination fee is collected when your nomination is submitted online. We accept all major credit cards, bank wire transfers, PayPal, Apple Pay and checks.

If you are paying by check or wire transfer, enter in your nomination online and use coupon code "ALT-PAYMENT" when prompted.

Mail check to:  
Business Intelligence Group  
28 Park Avenue  
Beverly, NJ 08010

Would you like to pay using a bank or wire transfer?  
[Contact us.](#)



[www.bintelligence.com](http://www.bintelligence.com)

Since 2012, the Business Intelligence Group has been developing and hosting various business award programs across various industries. Thousands of companies have been rewarded for their innovations, performance and excellence. The Business Intelligence Group provides unbiased, third-party award programs to maintain quality and professionalism.

# 2020 NAA Best Places to Work Winners







[bestplaces.naahq.org](https://bestplaces.naahq.org)