

FAQs - The Washington Post Best Places to Work, powered by WorkL

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1. General information about the awards.

1. What is The Washington Post Best Places to Work Awards, powered by WorkL?

The Washington Post Best Places to Work Awards recognizes organizations who have consistently high levels of employee experience and wellbeing in the United States.

The Washington Post has joined forces with leading employee experience platform WorkL to recognize and celebrate the very best organizations to work for in the United States with annual awards.

These prestigious awards are open to all organizations with more than 10 employees, and organizations can enter **from the 17th of November 2025 to 18th of September 2026**.

By entering the awards, your organization has the opportunity to showcase themselves as one of the United States' top organizations excelling in employee experience. The benefits include:

- **Build your Brand Awareness:** Receiving recognition by The Washington Post as a 'Best Place to Work' will transform your brand image and help you to stand out as one of the top employers in the United States.
- **Power your Recruitment and Retention strategy:** Showcasing the employee experience you provide will help to recruit and retrain the best talent for your organization.
- **Enhanced Data and Insight:** By entering the awards you will receive your data on a user-friendly dashboard that pinpoints your areas for celebration and improvement.
- **One entry, multiple opportunities:** With one entry in the awards you will be considered for all categories across size (relevant to yours), as well as other categories, including Best Places to Work for Women, Disabled, Ethnic Minority, LGBTQ+, 16-34 year old & 55+

year old Employees and Best Places to Work for Employee Wellbeing.

2. What Categories will be recognized?

All successful entrants will be listed in both print and digital.

There are various main categories:

Those who successfully make the Best Places to Work List are categorised by company size.

- Best Places to Work: Small organization (10-49 Employees)
- Best Places to Work: Medium organization (50-249 Employees)
- Best Places to Work: Big organization (250-1,999 Employees)
- Best Places to Work: Very Big organization (2,000+ Employees)

Additionally, The Washington Post may recognise the Best Places to Work in the following categories, this is to be confirmed for 2026.

- Best Places to Work: Business Sector Winners
- Best Places to Work for 16-34 year olds
- Best Places to Work for 55+ year olds
- Best Places to Work for Employee Wellbeing

You can be featured in **more than one category** from your singular entry.

Please note:

- All editorial decisions are made and managed by The Washington Post and the above categories may change at a short notice.
- Communication about any changes will be managed by The Washington Post.
- The Washington Post may conduct background checks on all potential Award Winners and reserves the right to veto

inclusion of certain organizations at their own discretion.

3. What are the entry criteria?

To enter the awards, your company must have a minimum of 10 employees, and meet a participation rate proportional to your organization size. To gain an accurate representation, you should aim to have the following participation rate for the awards, with responses from all parts of the organization:

- 50% for Small organizations
- 45% for Medium organizations
- 35% for Big organizations
- 25% for Very Big organizations

If your company does not meet this response rate, or if you do not submit your surveys on time, **your entry will not count.**

4. How do I enter?

You can enter your organization by setting up and sending out an awards entry engagement survey on WorkL, more information can be found [here](#).

- Select the package based on the size of your organization.
- Set up the survey/add an introduction to explain to your employees why they have been asked to complete the survey.
- Set up a start and end date: the longer you keep your survey open the better chance you have to qualify.
- Enter card payment details.
- Download your **Welcome Pack**, which includes details of the survey process and supplementary information survey instructions.
- Go to the **Live Surveys Dashboard** and copy a link to the survey which you can then send to your employees.
- Once your survey finishes you will have access to your own individual results/dashboard.

When setting up your survey, you will be asked to include the actual number of employees that your organization has. This will ensure

that your response rate is accurate. You will be able to track your response rate live in the survey dashboard.

5. How much does it cost to enter my organization (and how do I pay)?

To enter the awards, the cost will vary, based on the size of your organization:

- Small organizations (10-49 Employees): **\$3,750**
- Medium organizations (50-249 Employees): **\$6,500**
- Big organizations (250-1,999 Employees): **\$9,750**
- Very Big organizations (2,000+ Employees): **\$14,500**

This fee covers both the entry and logo fees. Logos will be available to winning companies at the end of the awards in 2026.

You can pay via debit or credit card.

If you have any difficulty with payment please contact us at wpbestplacestowork@workl.com.

Please note that the payment is for entry into the awards. In the event that an organization does not meet the qualifying criteria, we do **not** offer refunds. We strive to maintain transparency and clarity in all aspects of our awards process and should you require clarification, please do not hesitate to reach out to our team for assistance.

6. How much does the logo license cost?

Promote your success by using the official The Washington Post Best Places to Work logo license. The license covers a 12 month period and covers use on internal company stationery, internal company reports and presentations, social media posts, email signatures, marketing emails, external company reports and presentations, company website and in all digital recruitment advertising.

Pricing

- Pricing is included in the entry fee

7. Can I add additional data?

To enhance your reporting and insight and help you really understand how your employees are feeling and what next steps you should take, you can add the Enhanced Data Package, also referred to as 'slice and dice'. You will not only get a detailed analysis of the results, but also action plans and resources to drive the change in your organization:

Pricing

- Small organizations (10-49 Employees): **\$1,400**
- Medium organizations (50-249 Employees): **\$2,900**
- Big organizations (250-1,999 Employees): **\$4,400**
- Very Big organizations (2,000+ Employees): **\$5,900**

Please contact us on wpbestplacestowork@workl.com or on **+44 20 4576 1730** where a member of our team will take you through payment and activation of slice and dice.

Charities are eligible for a 10% discount on the Enhanced Data Package.

8. Can I customise my survey?

For any changes to the survey, including introductory text, opening and closing dates please contact wpbestplacestowork@workl.com.

If you require further customisation, such as adding additional filters, demographic questions or tailoring the survey to specific teams, regions, or job levels, you can **upgrade to a bespoke license**. Please contact us at support@workl.com for more details. Please note that additional charges may apply for this upgrade.

2. Your entry surveys

1. Entry Survey

1. Where do I find and send out my survey after I paid?

Once you have created your account and completed your purchase, you can find your survey in the Survey section. To send out the survey, copy and share its unique link.

2. Are surveys anonymous?

Yes! Your survey is completely anonymous.

3. How long should my survey be open for?

We recommend keeping the survey open for as long as possible to get the highest response rate and increase your chances of qualifying. You can set the start and end dates yourself during the setup, but please contact us on wpbestplacetowork@workl.com if you need to make any changes after the survey is already created.

4. How can I measure my response rate to check it meets the entry criteria?

You can view live survey response rates in the Surveys tab. You can also find your final results and dashboard in the Reports tab after the survey has closed.

5. What data do I receive?

When your survey closes, you will receive a comprehensive management dashboard upon completing the survey, which provides valuable insights into your organization. These insights include **Overall Engagement Score, Confidence in Management, Flight Risk, Wellbeing Risk and Diversity and Inclusion indicators, Net Promoter Score**, and **how your data benchmarks against global and industry scores**. If you are looking for additional features, such as **Instant Action Planning, Action Plans, Heatmaps** etc., please contact us.

2. Supplementary information Survey

Your organization must also complete a short **supplementary information survey** by the **18th of September 2026**. This survey is a

chance to highlight what your organization does for your employees and culture.

1. Where do I find the supplementary information survey?

You can find a link to the Supplementary Information Survey in slide 7 of the Welcome Pack.

2. Who needs to complete the survey?

Only one submission of the supplementary information survey is required per organization. The information provided will be part of the vetting process and may be used by The Washington Post for editorial purposes, should your organization be successful. Therefore, please only submit what you are happy to have published. If you face any issues, please contact us on wpbestplacestowork@workl.com for further assistance. Please note that failure to complete and submit the survey does **not** affect your company's overall results. However, it means that **no** information about your organization will be published if you are successful.

3. Results announcement

1. When and how will the results be announced?

The results will be announced in October 2026, subject to review completed by the The Washington Post team. Details will follow nearer to publication.

2. Online company profile.

For the 2026 The Washington Post Awards announcement the print supplement will list all successful organizations. The top ten will be ranked, then all the other successful organizations will be listed alphabetically thereafter. This will be in a dedicated print supplement within The Washington Post and online via The Washington Post's website.

Your online profile will be based on the information supplied by your

organization via the Supplementary information survey. It is each organization's responsibility to make sure this is factually correct and completed by the 13th of November 2026.

Once published, your company's online profile will contain a hyperlink to your organization's website, if this is supplied, which will provide users with a streamlined way to explore your recognized categories, mission, values, and achievements. It enhances user experience, offering a comprehensive view of your organization.

For more information please contact wpbestplacestowork@workl.com.