

# 3 Ways High-Trust Tech Companies are Leading Innovation

There's no shortcut to a great idea. Tech organizations often jump on any management trend that promises to kindle the spark of innovation. But the Best Workplaces in Technology go deeper than tearing out cubicle walls or revamping the corporate mission statement. Here's how.

# 01 Fostering Employee Connection

Employees who feel a strong connection to their company are more invested in solving the problems they face together. Innovators need to feel that their ideas are being heard and that their work makes an impact on the larger organization.

Great Place to Work® analyzed more than 42,000 surveys from tech employees. At companies where the workforce consistently reports innovative traits tied to a sense of connection:

**28x** Employees are 28 times more likely to agree their managers have a clear vision for the organization.

**10x** Employees are 10 times more likely to say they can count on people to cooperate

This level of connection requires active listening on the part of leadership within an environment free of politics or unnecessary hierarchy.

## The Innovation Index

Employee survey statements linked to **CONNECTION**



## Best Practices

### Bringing remote employees together

At **Ultimate Software**, 40 percent of employees work off-site. This leading tech workplace helps keep remote employees connected to their broader mission and each other through all-day co-working events. Each provides a networking session, time for side-by-side work, convenient laptop servicing, free lunch and often community service events to build camaraderie.

02

Inspiring Employees



There is a strong acknowledgement and recognition that we won't get everything right the first time.

If necessity is the mother of invention, then inspiration must be the father. Successful organizations create a desire among their people to try new things. This means allowing them to take risks and giving employees the autonomy necessary to innovate. The best employers provide well-deserved recognition when ideas pan out and an understanding response when they don't.

"There is a strong acknowledgement and recognition that we won't get everything right the first time," says an employee at Cisco, one of the Best Workplaces in Technology. "I feel very empowered, and I am accountable for the work my team delivers - we take educated risks and adjust as we need to."

Best Practices

A high-tech suggestion box

SAP's "idea hub" offers employees a streamlined way to give feedback and make suggestions that their teams can build on. People at this leading software employer have worked on more than 1,000 ideas together using the platform; and 61 of those have provided the company with an estimated \$6 million in value.

The Innovation Index

Employee survey statements linked to INSPIRATION

Managers trust people to do a good job without watching over their shoulders.

Leaders genuinely seek ideas and suggestions.



I feel I make a difference here.



Management shows appreciation for good work and extra effort.

Management recognizes honest mistakes as a part of doing business.

Best Practices

Innovation workshops

Adobe rallies employees with its celebrated KickBox workshop, which guides people in all parts of the organization through the innovation process. More than 1,200 employees have received \$1,000 each to help put their ideas into action, with the chance for further funding and rollout companywide.

03

Encouraging Diverse Perspectives

Markets aren't homogenous. Businesses that lack diverse voices in the workforce inevitably miss opportunities when team members' ideas are informed by similar personal backgrounds.

Diversity isn't just essential to creating fairness in the workplace. Surveyed companies where ethnic minorities represent more than 37 percent of the employee population experience 22 percent median revenue growth, compared to 16 percent at their less-diverse peers.

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As a colleague at [World Wide Technology](#) explains: “With the diverse experiences of our employees, our culture encourages reaching out to others to solicit new ideas and/or solutions to problems. It is encouraged to experiment. And when failure happens, learn from it and try something new.”

**At the Best Workplaces in Technology**



**Overlooked Advantages of Creative Companies**

Beyond its potential to improve products and processes, an innovative workplace can have positive effects throughout the organization. At technology companies where teams consistently report behaviors linked to innovation:



97% of colleagues say they're proud to tell others where they're employed



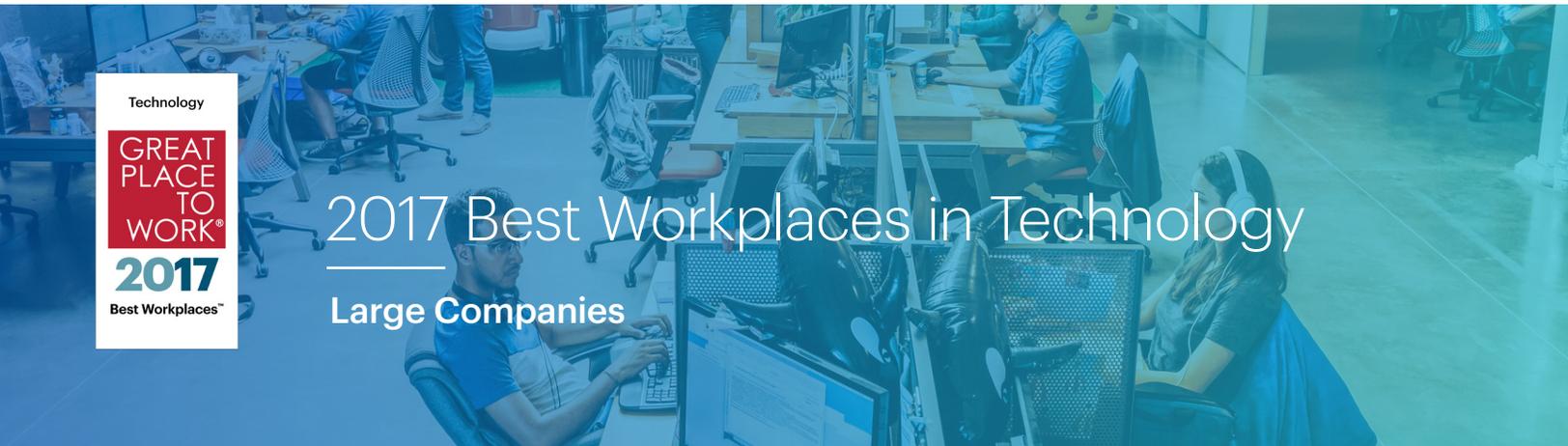
97% also say their organization is a great place to work



People are 4x more likely to agree their teams are willing to give extra to get the job done



Co-workers are 8x more likely to say they want to stay with their organization for a long time



Technology  
GREAT PLACE TO WORK®  
2017  
Best Workplaces™

# 2017 Best Workplaces in Technology

## Large Companies

Rank	Company	Headquarters	Employees Globally	Rank	Company	Headquarters	Employees Globally
01	 Ultimate SOFTWARE	Weston, Florida	3,126	09	 Adobe	San Jose, California	14,612
02	 intuit.	Mountain View, California	7,905	10	 Hyland	Westlake, Ohio	2,213
03	 salesforce	San Francisco, California	22,070	11	 vmware®	Palo Alto, California	19,357
04	 Zillow GROUP	Seattle, Washington	2,616	12	 CISCO	San Jose, California	73,040
05	 workday.	Pleasanton, California	6,000	13	 Expedia®	Bellevue, Washington	18,000
06	 SAP®	Newtown Square, Pennsylvania	79,061	14	 Dropbox	San Francisco, California	1,600
07	 World Wide Technology	St. Louis, Missouri	3,766	15	 rackspace.	San Antonio, Texas	6,184
08	 sas.	Cary, North Carolina	14,254				



# 2017 Best Workplaces in Technology

## Small & Medium Companies

Rank	Company	Headquarters	Employees Globally	Rank	Company	Headquarters	Employees Globally
01	edmunds	Santa Monica, California	689	09	Health Catalyst <small>ignite outcomes improvement</small>	Salt Lake City, Utah	458
02	gofundme	Redwood City, California	143	10	zendesk	San Francisco, California	1,467
03	TCO	Washington, District of Columbia	105	11	Xactly <small>Inspire Performance</small>	San Jose, California	444
04	yext	New York, New York	531	12	JUSTWORKS. <small>🔧 ❤️ ✍️</small>	New York, New York	142
05	FAST ENTERPRISES	Centennial, Colorado	987	13	zest finance	Los Angeles, California	100
06	Reltio	Redwood Shores, California	165	14	CIRRUS LOGIC	Austin, Texas	1,322
07	Atlassian	San Francisco, California	1,760	15	BLACKLINE	Los Angeles, California	491
08	CROWDSTRIKE	Irvine, California	512				

## Want to become a Best Workplace?

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### About Us

For 30 years, Great Place to Work® has worked with leading companies from around the world to identify and build high-trust, high-performance workplace cultures. Our research has proven that building great workplaces to work for all isn't just the right thing to do, it's better for business.

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