

FAQ

The Kenyan Wall Street Best Places to Work, powered by WorkL

Contents

1. General information about the Awards.

1. What are The Kenyan Wall Street Best Places to Work, powered by WorkL?
2. What Categories will be recognised?
3. What are the entry criteria?
4. How do I enter? (see section 3, steps 1 to 7)
5. How much does the logo licence cost?
6. Can I customise my survey?
7. Need more support beyond the survey?

2. Your Entry Surveys

1. Entry survey

- a. Where do I find and send out my survey after I have paid?
- b. Are surveys anonymous?
- c. How long should my survey be open for?
- d. How can I measure my response rate to check it meets the entry criteria?
- e. What data do I receive?

2. Supplementary survey:

- a. Where do I find the supplementary information survey?
- b. Who needs to complete the survey?

3. Results announcement

1. When and how will the results be announced?
2. How can I purchase the logo licence?
3. Online company profile.

1. General information about the awards.

1. What are The Kenyan Wall Street Best Places to Work Awards, powered by WorkL?

The Kenyan Wall Street Best Places to Work Awards recognises organisations who have consistently high levels of employee experience and wellbeing in the UK.

The Kenyan Wall Street has joined forces with leading employee experience platform WorkL to recognise and celebrate the very best organisations to work for in the UK with annual awards.

These prestigious awards are open to all organisations with more than 10 employees, and organisations can enter **from the 29th of September 2025 until the 28th of September 2026.**

By entering the awards, your organisation has the opportunity to showcase themselves as one of the UK's top organisations excelling in employee experience. The benefits include:

- **Enhance your Brand Awareness:** Receiving recognition by The Kenyan Wall Street 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 Kingdom.
- **Power your Recruitment and Retention strategy:** Showcasing the employee experience you provide will help to recruit and retrain the best talent for your organisation.
- **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, Younger workers and Industries.

2. What Categories will be recognised?

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

There are several main categories:

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

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

Additionally, The Kenyan Wall Street may recognise the Best Places to work for women, younger workers and industries; this is to be confirmed for 2025.

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

Please note:

- All editorial decisions are made and managed by The Kenyan Wall Street and the above categories may change at a short notice.
- Communication about any changes will be managed by The Kenyan Wall Street.
- The Kenyan Wall Street may conduct background checks on all potential Award Winners and reserves the right to veto inclusion of certain organisations 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 organisation 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 organisation:

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

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

Need some help driving your response rate? We have a toolkit to guide you through this, with expert advice - click [here](#) to find out.

4. How do I enter?

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

- Select the package based on the size of your organisation.
- Set up the survey/add an introduction to explain to your employees why they have been asked to complete the survey.
- Enter your start and end date: the longer you keep your survey open the better chance you have to qualify.
- Enter payment details or generate an invoice.
- Download your **Welcome Pack**, which includes details of the survey process, Slice and dice 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.

When setting up your survey, you will be asked to include the actual number of employees that your organisation 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 the logo licence cost?

Promote your success by purchasing the official Kenyan Wall Street Best Places to Work logo licence. The licence 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.

The cost of the logo is included in the entry price, but its use is **only** allowed if your organisation wins an award and/or is featured.

6. Can I customise my survey?

For any changes to the survey, including introductory text, opening and closing dates please contact kwsbestplacestowork@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 licence**. Please contact us at support@workl.com for more details. Please note that additional charges may apply for this upgrade.

7. Need more support beyond the survey?

We can help you drive post survey action planning, create a plan from your survey insights or upskill your Managers in improvement areas such as recognition.

Reach out to emma.james@workl.com, our Resident Expert, for more information.

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 Awards section. To send out the survey, copy and share the 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 kwsbestplacestowork@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 organisation. 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 on kwsbestplacestowork@workl.com

2. Supplementary information Survey

Your organisation must also complete a short **supplementary information survey** by **the 28th of September 2026**. This survey is a chance to highlight what your organisation 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 supplementary information survey?

Only one submission of the supplementary information survey is required per organisation. The information provided will be part of the vetting process and may be used by The Kenyan Wall Street for editorial purposes, should your organisation be successful. Therefore, please only submit what you are happy to have published. If you face any issues, please contact us on kwsbestplacestowork@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 organisation will be published if you are successful.

3. Results announcement

1. When and how will the results be announced?

The results will be announced between October and November 2025, subject to review completed by The Kenyan Wall Street team. Details will follow nearer to publication.

2. How can I purchase the logo licence?

The Logo Licence is included in your entry fee, but can **only** be used if your organisation is successfully listed.

You will be contacted to discuss the use of the official Kenyan Wall Street Best Places to Work, powered by WorkL logo to 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, all forms of print advertising, marketing and the right to use on company merchandise (subject to creative approval).

3. Online company profile.

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

Your online profile will be based on the information supplied by your organisation via the Supplementary information survey. It is each organisation's responsibility to make sure this is factually correct and completed by the 28th of September 2026.

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

For more information please contact kwsbestplacestowork@workl.com.