

FAQ

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**. Please note that registrations will close automatically by midnight, UK time.

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:

- **Enhance 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 for Women
- Best Places to Work for Disabled employees
- Best Places to Work for Ethnic Minority employees
- Best Places to Work for 16-34 year olds
- Best Places to Work for 55+ year olds
- Best Places to Work for LGBTQ+ employees
- 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, settle your invoice, 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 organization 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 organization.

- Enter your 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.

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 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.

The cost of the logo is included in the entry price, but its use is **only** permitted 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 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.

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 Survey 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 wpbestplacestowork@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 midnight of the **18th of September 2026, UK time**. 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 shared with the Media Partner as part of the vetting process and may be used 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. 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 midnight the 18th of September 2026, UK time.

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.