

CERTIFICATE

in recognition of holistic employer qualities.



Using the scientific tool of **meta-analysis**, **LEADING EMPLOYERS** transforms millions of data points and feedback responses into a **comprehensive and independent assessment** of employer quality based on **validated data diversity** and **source intelligence**. This is based on a **seven-step analysis process** in which sources are systematically recorded, structured, evaluated, validated, classified and cleaned before being processed in **comprehensive reporting**. This involves the use of modern technologies such as **AI-supported data analysis** as well as **manual and automated quality assurance procedures**. The result is an **objective and accurate overall picture** that avoids the distortions of marketing claims, self-reported data, or isolated reviews – while simultaneously offering **greater significance than any single study**.

The nine topics examined in the study:

**Attractiveness & Image | Employee Experience | Work-Life-Quality |
Compensation & Benefits | Prosperity & Leadership | Culture & Values |
Diversity, Equity, Inclusion | Environmental, Social, Governance |
Recruiting Performance.**

Dennis Utter
Dennis Utter

