

METHODOLOGY

World's Best Employers **2025**

in collaboration with **Forbes**

statista 



World's Best Employers highlights multinational organisations around the world as great places to work

Ranking's cornerstones



Methodology

The World's Best Employers are chosen each year, based on globally administered independent surveys completed by over **300,000** employees in over 50 countries worldwide. Employees are consulted anonymously through a series of online access panels. This process is conducted entirely independently of the companies themselves to ensure that respondents have the opportunity to answer openly and honestly, without fearing that responses may be seen by their employers. Each employee is asked in which country and for which company/subsidiary of a corporate group he or she works for in an open-ended question with an autofill option. The ranking is open to corporate groups, which have **over 1000 employees and operate globally**. In total, the survey takes an average of 10-12 minutes to complete. The survey is conducted periodically over the course of the previous 3 years. Over **4 million employer evaluations** are considered.

The consideration of data from a 3-year period allows a robust differentiation between corporate groups that consistently perform well from those that may only have had a single good year.

A corporate group's final score is determined on a global level and is built upon two types of employee evaluations:

1. **Personal Evaluations:** those given by employees themselves, also known as *direct* evaluations. Employee willingness to recommend their own employers to friends and family, on a scale from 0 to 10.
 2. **Public Evaluations:** from friends and family members of employees, or members of the public who work in the same industry- also known as *indirect* evaluations
- The final ranking is composed of 900 companies. All reviews are aggregated into "corporate groups" underneath a single "parent" company/employer brand. This criteria aims to ensure that all employees within a corporate group can offer their opinion on the employer.



Executive Summary

- **Title of ranking:** World's Best Employers 2025
- **Media partner:** Forbes
- **Edition:** 6th
- **Number of awardees:** 900
- **Methodology:** Survey
- **Criteria used for determining rank:** Online survey assessing various evaluations of company performance. Companies were scored across multiple dimensions, with the highest scores determining the final ranking.

World's Best Employers follows a similar approach to other employers projects

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Process

Data-based results



The evaluation is based on data collected through online panels, with **over 300,000 participants** across various employers

Data collection through online access panels



Online Access Panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.



Survey Participants

- ✓ **Full-Time** (> 35 hours per week)
- ✓ **Part-Time** (< 35 hours per week)
- ✗ **Unemployed**
- ✗ **Self-employed**
- ✗ **Company size** < 1,000 employees



Survey Periods

May-June*

Over a 3 years period

The survey utilizes an **online access panel** to gather a representative sample of **over 300,000 participants—both part-time and full-time—** over the past three years.

Which types of organizations fall into the scope of this project?

Eligibility Criteria

1. Project Scope

Multinational Organizations

Due to the broad, worldwide scope of this project, the ranking aims to identify the world's best employers among large, multinational organizations that have a presence in multiple regions around the world.

In order to be relevant, organizations must have significant international engagement or influence with their companies and subsidiaries to be relevant.

2. Parent Companies

All reviews are aggregated into "corporate groups" underneath a single "parent" company/employer brand.

This criteria aims to ensure that all employees within a corporate group can offer their opinion on the employer, regardless of whether they work in the corporate headquarters or in a production facility in another country.

The evaluation is based on two distinct types of responses received from survey respondents

Evaluation types, in detail

1. Personal evaluations (Direct):

- a) **Employee's opinion of their current employer overall:** respondents are asked to gauge their overall willingness to recommend their employer to family and friends on an 11-point Likert scale. Three years' worth of data is considered, with more recent data receiving higher weightings.
- b) **Employee's Previous Employers:** respondents are also asked to rate their willingness to recommend any previous employers of the last two years on an 11-point Likert scale
- c) **Employee's opinion of their current employer in detail:** respondents are presented with a battery of statements about their current employer, in terms of topics related to Atmosphere & Development, Diversity, Image, Salary/Wage, Workplace, and Working Conditions and asked to respond on a 5-point Likert scale

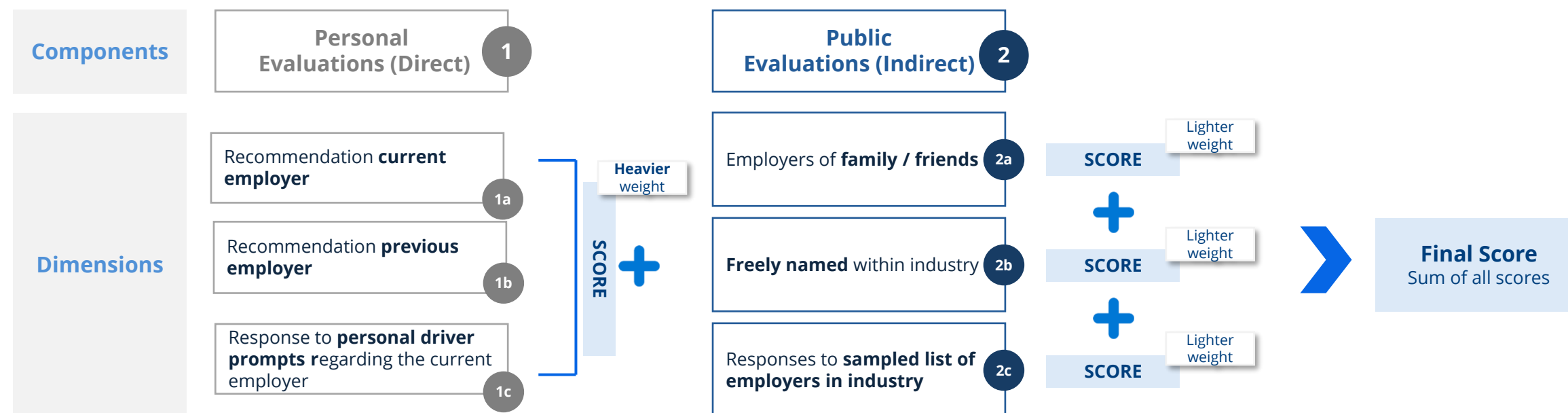
2. Public evaluations (Indirect):

Participants are also given the chance to evaluate other employers in their respective industries, or the employers of friends, acquaintances, and family members that stand out either positively or negatively. They can do this in one of three ways:

- a) **Freely name employers in their industry:** as either one they would recommend or one they would not
- b) **Freely name employers their family/friends work for:** again, as either would or would not recommend to others
- c) **Respond to a sampled list of up to 50 companies in their industry:** as either "would recommend", "would not recommend", or "skip"

The scoring model is founded on two key components: Personal Evaluations and Public Evaluations

Scoring Model



Data from the **previous three years is considered**, with a **heavier weight put on more recent data**. The results of these elements are combined to calculate a final score.

Overview of "Personal Driver" Prompts give an indication of employee preferences when first entering the workforce

Prompts categorized into six dimensions, shown below

Atmosphere & Development

- Good performance at work is recognized and praised
- The management is loyal to the employees
- There is a climate of fairness and trust
- I am given the necessary information I need to do my work
- My employer encourages me to take initiative and develop new ideas
- There are career advancement opportunities
- Colleagues work well together
- My direct supervisor makes his/her decisions clear

Salary / Wage

- My company pays fair wages/salaries
- Wages/salaries paid are in line with responsibilities
- The medical insurance, paid holidays/vacation/sick days, and retirement plan offered by my employer are competitive with comparable jobs in my industry

Image

- The company enjoys a good image
- I am proud of the product/service that my company produces/offers

Diversity

- My employer respects individuals and values their differences
- My employer provides an environment for the free and open expression of ideas, opinions and beliefs
- My employer takes appropriate action in response to incidents of discrimination

Working Conditions

- I can organize my own work
- I am satisfied with my working hours

Workplace

- Working equipment is state of the art
- Work stations are safe and ergonomic

Industries

Each employer is grouped by industry



Manufacturing and Heavy Industry

- Aerospace & Defense
- Automotive (Automotive and Suppliers)
- Construction, Chemicals, Raw Materials
- Engineering, Manufacturing



Consumer Goods and Retail

- Clothing, Shoes, Sports Equipment
- Food, Soft Beverages, Alcohol & Tobacco
- Packaged Goods
- Retail & Wholesale



Healthcare and Biotechnology

- Drugs & Biotechnology
- Health Care Equipment & Services
- Healthcare & Social Services



Technology and Telecommunication

- Telecommunications Services, Cable Supplier
- IT Software & Services
- Semiconductors, Electronics, Electrical Engineering



Finance and Professional Services

- Banking & Financial Services
- Business Services & Supplies
- Professional Services
- Insurance



Media, Advertising, and Leisure

- Media & Advertising
- Restaurants
- Travel & Leisure



Others

- Utilities
- Conglomerates
- Transportation and Logistics
- Education
- Government Services

Corporate groups can be ranked only once across globe

