

# **BPTW<sup>®</sup>** **BEST PLACES TO WORK<sup>™</sup>**

**SURVEY**

**AWARDS**

**MASTERCLASSES**

**SERVICES**

**Paul Johnston    Ambassador**

**Our Story:** Better Together.  
**Our Mission:** Float all the boats higher  
**Our Purpose:** Inspire workplace excellence & support employee experiences where people thrive

**Our Ultimate Goal:**  
To help NZ businesses attract and retain talent by championing workplace excellence.  
Put NZ on the map as a global leader in the future of work.

**GLOBAL LEADER**

Employee experience  
Our inherent values: Respect  
Generosity. Care

**IDENTIFY & RAISE**

Collaborate. Share. Succeed  
Learn. Improve

**INSPIRE & SHARE**

**Inspiring NZ organisations to  
be the world's  
Best Places to Work™**  
Showcase workplace  
excellence



# Talent Challenges in NZ Workplaces

NZ businesses are struggling to attract and retain top talent

Global mobility, remote work, and economic change are reshaping the workforce

This challenge has only intensified with international mobility, remote work, and economic uncertainty all in the mix.

We re-launched Best Places to Work™ as a response to a challenge we kept hearing from employers and employees:

**Leaders are asking BPTW™:**

*How do we attract the right people?*

*How do we keep them proud and engaged?*

# The Power of Listening: What the 2025 BPTW™ Survey Reveals

## **Thousands of voices, one clear message**

The 2025 Best Places to Work™ survey captures insights from a diverse group of NZ organisations employing around 10,000 people.

## **What's working**

Strong alignment around purpose, values, and team relationships.

## **Where gaps remain**

Career development

Innovation

Leadership capability

Feedback practices

## **Why it matters**

We provide organisations with practical insights into what their people are really experiencing – not vanity metrics, but real signals for change.

# Where NZ Workplaces Can Do Better

**Innovation and Involvement** – *Low 60s% average*: Employees feel underutilised in decision-making and innovation.

**Leadership** – *64% average*: There are concerns around leadership capability, visibility, and feedback, which points to a lack of training and investment in management skills.

**Feedback & Recognition** – *65% average*: Limited acknowledgement and inconsistent feedback loops were cited across multiple sectors.

**Career Development** – *62% average*: A recurring theme is the absence of clear career paths, especially in mid-sized firms.



# What NZ Organisations are Getting Right

**NZ organisations  
are building  
strong alignment  
with purpose and  
cohesive teams**

**Connection to Purpose** – *80%+ average*: Employees strongly identify with their organisation's purpose and values.

**Team Relationships** – *77% average*: Positive collaboration and support across teams.

**Role Satisfaction** – *79% average*: Staff find their work meaningful and understand their responsibilities.

# Raising the bar, together

## **Talent is mobile and global**

New Zealand must compete on *experience*, not just salary or perks

Being a ‘*Best*’ workplace is no longer a nice-to-have; it’s essential in a time when talent is more mobile than ever.

## **Our message is clear**

To keep the best people here and attract more.

## **Helping NZ organisations compete globally**

Creating workplaces that are:

- Engaging
- Inclusive
- Future-focused

## **Our Commitment at BPTW™**

We’re building a nationwide community of future-fit employers.

We love to partner with those who share our ambition for workplace excellence and/or are starting on the journey.

## **We must raise the bar for what workplace excellence means in NZ**

We’re proud to be part of that movement.

And always open to working with others who share that goal.

**As colleagues, partners, and industry peers,  
we are all better together.**



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## **Thank You**