

Diversity, equity, inclusion, and belonging

U.S. certifications and recognitions

A curated collection of resources for
Institutional Members

About This Deck

This slide deck provides **social impact leaders** in the **private sectors** with a roundup of United States-based certifications and “best of” recognitions related to different aspects of Diversity, Equity, Inclusion, and Belonging (DEIB).

The resources provide the guidelines and methodologies for indicators of what makes a great workplace according to various certifying organizations and publications..

Resources include the following:

- Certifications achieved based on company-submitted applications
- Recognitions achieved without needing to apply

While there are a number of other recognitions available on a global scale, all of those listed in this document are primarily for a United States-based audience.

This is a living document and, as such, may have omissions. To suggest an addition, email us at insights@nationswell.com



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The Problem

What makes a “great place to work”?

From the Great Resignation to the Great Reshuffle, one thing is clear: workers want good workplaces alongside good jobs. For employers, however, it can be a challenge to signal their value to prospective employees or retain current talent in a tight labor market. Although external validation can never capture the true experience of what it is like to work at any one place, certifications, awards, or other public recognitions can offer employers the opportunity to pursue and promote excellence across a variety of DEIB dimensions.

In numbers:

In 2021 and 2022, 40% of workers were thinking of leaving their jobs in the next three to six months ([McKinsey](#))

The top reasons people left their jobs in 2021 were feeling disrespected at work (57%), insufficient benefits (43%), and long working hours (39%) ([PEW Research](#))

The top things people want in their next jobs are a significant increase in income or benefits (64%), greater work-life balance (61%), and the ability to do what they do best (58%) ([Gallup](#))

76% of employees and job seekers report a diverse workforce is an important factor when evaluating companies and job offers ([Glassdoor](#))



Application-Based Certifications

Bloomberg Gender-Equality Index

WHAT IT IS

The **Bloomberg Gender-Equality Index** (GEI) tracks the performance of public companies that disclose their efforts to support gender equality through policy development, representation, and transparency.

EVALUATED ON

- Leadership and talent pipeline
- Equal pay and gender pay parity
- Inclusive culture
- Anti-sexual harassment policies
- External brand

PARTICIPATION REQUIREMENTS

- **Cost:** Free
- **Eligibility:** Public companies, with no obligation to submit final data through the online portal
- **Deadlines:** Rolling
- **Update cadence:** Annual

Resources: [GEI Gender Reporting Framework](#) / [GEI Methodology](#) / [GEI 2022 Data Sheet](#)

Disability Equality Index (DEI)

WHAT IT IS

The **Disability Equality Index (DEI)** is a U.S.-based benchmarking tool that “helps companies build a roadmap of measurable, tangible actions that they can take to achieve disability inclusion and equality.” Each company receives a score on a scale of 0 to 100; those earning 80 and above are recognized as “Best Places to Work for Disability Inclusion.”

EVALUATED ON

- Culture and Leadership
- Enterprise-wide Access
- Employment Practices
- Community Engagement
- Supplier Diversity
- Non-U.S. Operations

PARTICIPATION REQUIREMENTS

- **Cost:** \$600 administrative fee
- **Eligibility:** Fortune 1000 companies and AM Law 200 law firms; other companies with 500+ full-time employees are eligible if they are not owned by a larger U.S. incorporated entity and are benchmarking on behalf of their U.S. operations
- **Deadlines:** Registration in January; submissions by April
- **Update cadence:** Annual

Resources: [DEI Timeline and Eligibility, 2022 DEI Report](#), [2022 Best Places to Work](#)

DiversityInc: Top 50

WHAT IT IS

DiversityInc's mission is “to educate the workforce and bring clarity to the business benefits of workplace fairness, equity and inclusion.”

Along with the Top 50 for Diversity list, DiversityInc generates lists of top performers by:

- Industry
- Geography
- Representation and inclusion
- Talent development and leadership accountability and data transparency

EVALUATED ON

- Leadership accountability
- Talent programs
- Human capital and diversity metrics
- Workplace practices
- Supplier diversity
- Philanthropy

PARTICIPATION REQUIREMENTS

- **Cost:** Free
- **Eligibility:** Private sector companies with at least 750 U.S. employees
- **Deadlines:** March
- **Update cadence:** Annual

Resources: [Overview](#), [Methodology](#), [Participation form](#)

Great Place to Work

WHAT IT IS

Great Place To Work certification “recognizes employers who create an outstanding employee experience.”

It offers certification in **many categories**, including:

- Parents
- Women
- Type of industry (e.g., technology, healthcare, consulting & professional services, financial services & insurance, etc.)
- Size (small, medium)
- Locations (e.g., Bay Area, Texas, New York, Chicago)

EVALUATED ON

Certification is validated through two steps:

1. Employee surveys
2. Questionnaire about the company’s workforce

PARTICIPATION REQUIREMENTS

- **Cost:** Varies based on company size
- **Eligibility:** Private sector companies; specific criteria vary based on the certification, but they are generally based on number of employees and alignment with industry definitions
- **Deadlines:** Rolling certification available; list deadlines vary
- **Update cadence:** Annual; must be renewed every twelve months

Resources: [Certification process](#), [Award deadlines and eligibility](#), [Terms and conditions](#)

Human Rights Campaign: Corporate Equality Index

WHAT IT IS

The **Human Rights Campaign Foundation's Corporate Equality Index** is a national benchmarking tool on corporate policies, practices, and benefits pertinent to lesbian, gay, bisexual, transgender, and queer employees.

EVALUATED ON

- Workforce protections
- Inclusive benefits
- Supporting an inclusive culture
- Corporate social responsibility
- Responsible citizenship

PARTICIPATION REQUIREMENTS

- **Cost:** Free
- **Eligibility:** Any private sector and for-profit employer with 500+ full-time U.S. employees
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [2022 HRC Corporate Equality Index](#) / [What businesses are rated and how to participate](#) / [FAQ](#)

Military Times: Best for Vets

WHAT IT IS

The Military Times' ranking of “**Best for Vets**” employers highlights the efforts that organizations make to recruit, retain, and support current and former service members, military spouses, and military caregivers.

EVALUATED ON

- List is generated using a company-submitted application survey

PARTICIPATION REQUIREMENTS

- **Cost:** N/A
- **Eligibility:** Any private sector organization
- **Deadlines:** Survey period typically during summer
- **Update cadence:** Annual

Resources: [Best for Vets Methodology, 2022 Rankings](#)

National Organization on Disability: Leading Disability Employer Seal

WHAT IT IS

The National Organization on Disability (NOD)'s **Leading Disability Employer Seal** is given to companies “demonstrating positive outcomes in recruiting, hiring, retaining, and advancing people with disabilities in their workforces.”

EVALUATED ON

- Strategy
- Talent Outcome Metrics
- Climate & Culture
- Talent Sourcing
- People Practices
- Workplace Tools & Accessibility

PARTICIPATION REQUIREMENTS

- **Cost:** Free
- **Eligibility:** All for-profit and non-profits regardless of size and industry
- **Deadlines:** March
- **Update cadence:** Annual

Resources: [Tracker FAQ](#), [2022 rankings](#)

Seramount: Best Companies

WHAT IT IS

Seramount surveys organizations that are committed to women's advancement, diversity and inclusion, and family-friendly workplace culture.

Its rankings include:

- 100 Best Companies
- Top Companies for Executive Women
- Best Companies for Multicultural Women
- Inclusion Index

EVALUATED ON

- Lists are generated using company-submitted application surveys

PARTICIPATION REQUIREMENTS

- **Cost:** Free
- **Eligibility:** Private sector companies with 500+ employees and application through the online portal
- **Deadlines:** March
- **Update cadence:** Annual

Resources: [Overview](#), [Application FAQ](#), [2022 ranking of top 100 companies](#)



Recognitions Not Requiring Application

American Opportunity Index

WHAT IT IS

The **American Opportunity Index** is a corporate scorecard that measures how well major employers are doing in fostering economic mobility for workers and how they could do better. The Index is a joint project of the Burning Glass Institute, Harvard Business School's Project on Managing the Future of Work, and the Schultz Family Foundation.

EVALUATED ON

- Entry-level hires
- Barriers to work
- Wages
- Job level
- Velocity of growth
- Promoting up
- Promoting out
- Retention
- Homegrown leadership

RULES

- **Cost:** Free
- **Eligibility:** 250 largest U.S. public companies
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [2022 final report](#) / [2022 index](#)

Forbes

WHAT IT IS

Each year, **Forbes** partners with market research company Statista to identify the leading employers in many categories, including:

- [Overall] Best Employers
- New Grads
- Veterans
- Diversity
- Women
- Industries (e.g., consulting, staffing/recruiting forms, etc.)
- Geography (e.g., by state)

EVALUATED ON

- Lists are generated using Forbes' anonymous surveys of workers

RULES

- **Cost:** None
- **Eligibility:** Private sector companies based on employment size: large (5,000+ employees) and midsize (1,000 - 5,000 employees)
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [2022 methodology](#)

Glassdoor: Best Places to Work

WHAT IT IS

Glassdoor's **Best Places to Work** awards are determined based on feedback provided by employees on the website. There is no nomination process, no employee surveys or questionnaires, and no costs involved.

Glassdoor provides a ranking of 100 best large companies and 100 best small/mid-size companies. There are also global editions of the list.

EVALUATED ON

- Winners are determined solely based on feedback by employees through Glassdoor's regular review process: overall rating, pros, cons, and advice to senior management, among other things.

RULES

- **Cost:** Free
- **Eligibility:** Private sector companies with adequate ratings/reviews within the eligibility timeline
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [2023 ranking](#) / [2023 eligibility criteria](#)

JUST Capital: JUST 100

WHAT IT IS

JUST Capital's annual rankings reflect the performance of the U.S.'s largest publicly traded companies. Their methodology is based on polling Americans to identify the most important issues and evaluating companies based on these issues.

EVALUATED ON

- Survey research of the American public to understand “what issues represent just corporate behavior, how these issues should be defined, and their relative importance”
- Company evaluation, based on the survey results

RULES

- **Cost:** Free
- **Eligibility:** Russell 1000 U.S. companies
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [2023 rankings](#) / [2023 methodology](#) / [CNBC analysis](#)

LinkedIn: Top Companies

WHAT IT IS

The **LinkedIn Top Companies** list is an annual ranking of the 50 best workplaces for building careers, based on LinkedIn data.

EVALUATED ON

- Ability to advance
- Skills growth
- Company stability
- External opportunities
- Company affinity
- Gender diversity
- Educational background

RULES

- **Cost:** Free
- **Eligibility:** Private sector companies
- **Deadlines:** N/A
- **Update cadence:** Annual

Resources: [Overview](#) / [Methodology](#) / [2022 rankings](#)



Additional Reading

1. **The state of play: DEIB in 2022** | NationSwell
2. **What the “Best Companies to Work For” Do Differently** | Harvard Business Review
3. **How Great Companies Are Making Work Work** | Inc.
4. **The Power of Purpose in the Workplace** | Great Place to Work
5. **Designing Equitable and Effective Workplaces for a “Corona-normal” Future of Work** | New America
6. **The Value of Belonging at Work** | Harvard Business Review

NationSwell would love your feedback on this resource so that we can continue providing valuable insights to you and your organization. Please consider taking 30 seconds to complete this [brief questionnaire](#).



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Thank you