

Glassdoor Employees' Choice Awards for the Top CEOs in 2021



The Glassdoor Employees' Choice Awards for the Top CEOs in 2021 rely on input from employees who voluntarily elected to anonymously submit a [company review](#) on Glassdoor. When providing a company review, employees are asked to rate several factors tied to their employment experience. These include rating sentiment around their CEO's job performance as well as around senior management, among other factors. Specifically, when rating their CEO on Glassdoor, employees are able to choose from one of three options: approve, disapprove or no opinion of the CEO. Employees are also asked to share their opinions on some of the best reasons to work for their employer (pros), any downsides (cons) and are encouraged to provide advice to management.

The Glassdoor Employees' Choice Awards for the Top CEOs in 2021 feature six distinct categories in five countries. For each category, company reviews and ratings¹ from current and former² employees submitted between May 2, 2020 and May 1, 2021 were considered.

Each list was compiled using Glassdoor's awards proprietary algorithm and each CEO approval rating was determined based on [the quantity, quality and consistency](#) of reviews during the eligibility time frame.

1. For quantity of reviews

A minimum number of ratings are required across two leadership attributes that employees can rate when [submitting a company review](#). They include CEO job performance and senior management. If there are not enough ratings across both or one of the two leadership attributes, a CEO will not be considered. As part of the algorithm, a CEO's job performance is the primary factor along with other factors including an employer's senior management rating. To be considered for a specific company category, a CEO and their employer must meet the following requirements during the eligibility time frame:

100 Top CEOs – U.S. large companies: At least 100 ratings across each of the two leadership attributes from U.S.-based employees; at least 1,000 employees at the end of the eligibility time frame.

50 Top CEOs – U.S. small & medium companies: At least 35 ratings across each of the two leadership attributes from U.S.-based employees; fewer than 1,000 employees at the end of the eligibility time frame.

50 Top CEOs – UK: At least 35 ratings across each of the two leadership attributes from UK-based employees; at least 1,000 employees at the end of the eligibility time frame.

25 Top CEOs – Canada: At least 25 ratings across each of the two leadership attributes from Canada-

¹Overall employer and workplace factor ratings are based on a 5-point scale: 1.51-2.50=dissatisfied; 2.51-3.50=OK; 3.51-4.00=satisfied; 4.01-5.00=very satisfied.

²While Glassdoor accepts reviews from former employees within five years of leaving a company, for the 2021 Employees' Choice Awards, only reviews from former employees who left the company in 2021 or 2020 were considered.

based employees; at least 1,000 employees at the end of the eligibility time frame.

25 Top CEOs – France: At least 25 ratings across each of the two leadership attributes from France-based employees; at least 1,000 employees at the end of the eligibility time frame.

25 Top CEOs – Germany: At least 25 ratings across each of the two leadership attributes from Germany-based employees; at least 1,000 employees at the end of the eligibility time frame.

For all company categories, a CEO and employer must also have at least a 3.0 overall company rating and at least a 2.5 senior management rating during the eligibility period. Plus, a CEO must currently be in the role and featured on their employer's profile on Glassdoor as of May 1, 2021. In cases in which there are multiple CEOs for one employer, Glassdoor recognizes the CEO(s) on the employer's Glassdoor profile as of May 1, 2021. Plus, employee count must have been current on Glassdoor as of May 1, 2021.³ The awards also take into account various types of employment statuses, including full-time, part-time, contract and freelance. Intern company reviews, however, are not considered. Reviews from employees at universities, multi-level marketing agencies and in the armed forces are not considered.

2. For quality of reviews

Glassdoor's proprietary awards algorithm also takes into account what employees have to say that shows winning CEOs truly outshine the rest in the eyes of their employees. Quality reviews are those that help job seekers by offering insights and feedback into what it's really like to work with the CEO and her/his leadership team, as well as at the company itself, including what's working well, what needs improvement and advice to management, which

employees are asked to share when completing a company review.

3. For consistency of reviews

Glassdoor's proprietary awards algorithm also accounts for trends over time as it relates to both the quantitative and qualitative insights shared by employees.

For reporting simplicity, CEO approval ratings on Glassdoor and for the Employees' Choice Awards are displayed as whole numbers, though calculations extend beyond the thousandth decimal place to determine final rank order. Respondents elected to participate; therefore, no estimates of theoretical sampling can be calculated.

As part of determining award winners, Glassdoor is committed to the highest level of data integrity and reviews quality, including treating all CEOs and employers equal regardless of whether they are a customer of Glassdoor. If the Glassdoor eligibility panel suspects and/or determines official company representatives have attempted to influence employee reviews or have tampered with the process of collecting authentic, unbiased reviews, including intentional or unintentional acts that violate the Glassdoor [Community Guidelines](#) and/or [Terms of Use](#), a CEO and/or employer may be excluded from awards consideration. Exclusion from eligibility can be triggered by such acts as, but not limited to, management attempting to leave false reviews, management coercion of employees to submit positive reviews, management attempting to suppress reviews or other activities and/or events which could ultimately damage employees' faith in the CEO, the employer, its senior leadership and/or adversely affect its overall ratings on Glassdoor.

Learn more about the Employees' Choice Awards: [gldr.co/awardsFAQ](https://glassdoor.com/awardsFAQ)

³The Glassdoor review panel relies on employee 'size' on an employer's Overview page to help assess eligibility. Employers had until May 1, 2021 to update employee size on their Glassdoor profile.