

METHODOLOGY:

Glassdoor Employees' Choice Awards (2018)



EMPLOYEES' CHOICE

The 2018 Glassdoor Employees' Choice Awards for the Top CEOs rely on input from employees who 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, including sentiment around their CEO's job performance, in addition to rating workplace attributes like senior management, among others. 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 opinion 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 2018 Employees' Choice Awards for the Top CEOs feature six distinct company categories. For each company category, company reviews and ratings¹ from current and former² employees were considered if left between May 2, 2017 and May 1, 2018.

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

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 largest 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 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 the two leadership attributes from U.S.-based employees; Less than 1,000 employees at the end of the eligibility time frame.

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

10 Top CEOs – France: At least 20 ratings across the two leadership attributes from France-based employees; At least 1,000 employees at the end of the eligibility time frame.

10 Top CEOs – Germany: At least 20 ratings across 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 3.0 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, 2018. 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, 2018. Plus, employee count must have been current on Glassdoor as of May 1, 2018³. The awards also take into account various types of reviewer employment status including full-time, part-time, contract and freelance, however, intern company reviews are not considered. Reviews from employees at universities, multi-level marketing agencies and in the armed forces are not considered.

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 under the CEO and his/her 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.

For consistency of reviews, Glassdoor's proprietary awards algorithm also looks at 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 rating on Glassdoor.

¹ Overall 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.

² While Glassdoor accepts reviews from former employees within five years of leaving a company, for the 2018 Employees' Choice Awards, only reviews from former employees who left the company in 2018 or 2017 were considered.

³ The Glassdoor review panel relies on employee 'size' on an employer's Overview page to help assess eligibility. Employers [had until](#) May 1, 2018 to update employee size on their Glassdoor profile.