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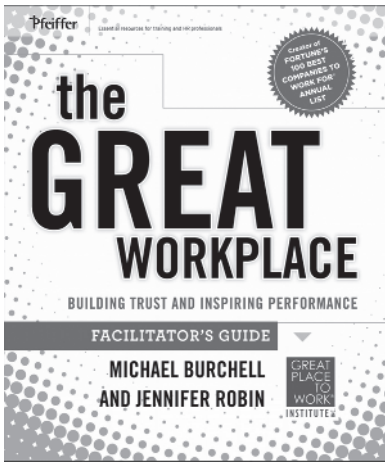
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## THE GREAT WORKPLACE:

Building Trust and Inspiring  
Performance Facilitator's  
Guide Set

Michael Burchell | Jennifer Robin

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*The Great Workplace lays out ideas that can help turn any workplace into a great one. At Zappos.com, we take these ideas seriously. Our company culture is our #1 priority. —Tony Hsieh, CEO, Zappos.com, Inc. and #1 New York Times bestselling author, Delivering Happiness*

**The Great Workplace: Building Trust and Inspiring Performance Facilitator's Guide Set** is a training package and assessment tool that introduces the concept and model behind A Great Place to Work (where employees trust the people they work for, have pride in what they do, and enjoy the people they work with), developed in 1984 and validated through its enduring resonance in both the United States and in 40 countries around the world. This training package provides strategies and development activities for applying the model in the workplace.

Great Place to Work® Insituate has been conducting research on the characteristics of great workplaces for more than 25 years. Their research shows that leaders and managers in great workplaces strive to create a culture of trust in the workplace, fostering an environment in which employees take pride in what they do and enjoy the people they do it with. The model they have developed reflects these key relationships and further defines how it all plays out in the Five Dimensions of a Great Place to Work: Credibility, Respect, Fairness, Pride, and Camaraderie.

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