

**Great
Place
To
Work®**

Employer Branding Guide



What is this guide for?

Your exceptional performance and attractive, employee-orientated workplace makes your organisation one of the best places to work in Ireland. This creates a success factor for your company that gives you significant benefits on the job market – as well as strengthening your employer brand. This should be communicated! Making time to celebrate your accreditation not only builds pride among your employees, but also helps you attract new talent, partners, and customers. In this guide, you'll find a range of tips and examples of how to successfully communicate and activate your Certification™.

Please feel free to contact us with any questions you may have regarding your outreach efforts and the media kit. We are happy to offer suggestions as how best to capitalise on your company's recognition.

Get a bespoke Certification™ Activation Branded Pack

LEARN MORE

Get a Certification™ Celebration Pack and leverage your achievement!

Within five days, you'll receive a parcel with props to celebrate your Certification™, as well as marketing collateral to maximise its impact.

We take care of everything for you!



Certification Spotlight | Prosperous Financial
Congratulations to Prosperous Financial on recently being Certified as a great place to work again! [Click here](#) to find out more about their Great culture, and see what CEO Colin Duignan had to say about the achievement below:



Internal communication

Internal email

Share the news with your company and thank your employees for their feedback. Let everyone know what they can expect next from you and the leadership team and the reasons why creating a great experience for all is important to your company. Your employees appreciate when you close the loop on the feedback process and take pride in the great workplace you've created together.

Tip: Here is an example of an internal email you can send to your team. You just have to copy paste!

Hi Team,

Congratulations all around!

We're now officially a Great Place to Work-Certified™ company! /
We're now officially one of Ireland's Best Workplaces!

Thank you to everyone who took the time to complete the Trust Index Employee Survey. Your feedback will help us run our business better for everyone and will help us to continue to build on our great culture.

We can't wait to share the news. If you'd like to tell your family and friends about our new status, you can share our company's posts on your social channels.

Thank you all for everything you do to make this a Great Place To Work – this is everyone's achievement!

Many thanks,

[Sender]

Internal communication

Celebration party

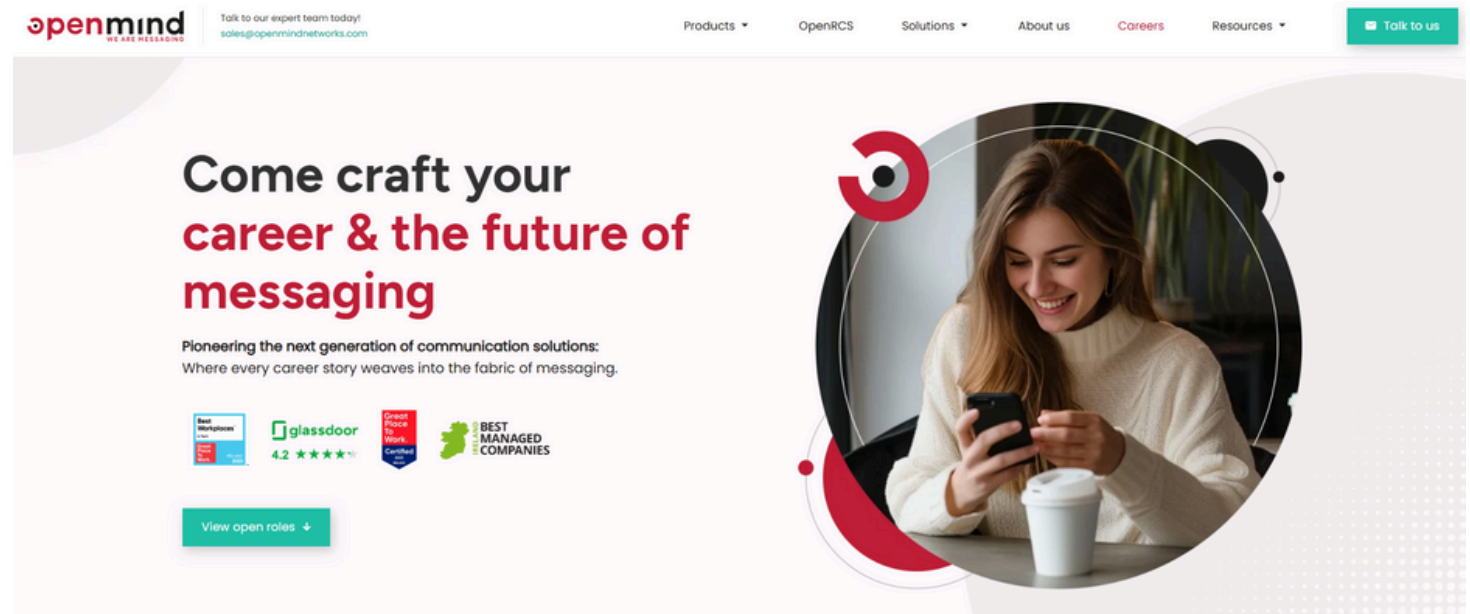
Celebrate your Certification™ with a company event such as a company breakfast, lunch, afternoon break or dinner. For this occasion, have the Certification logo printed onto cakes, T-shirts or other print materials. For your internal parties, photo booths and food branding are other amazing ideas to keep in mind!



Website

Home page

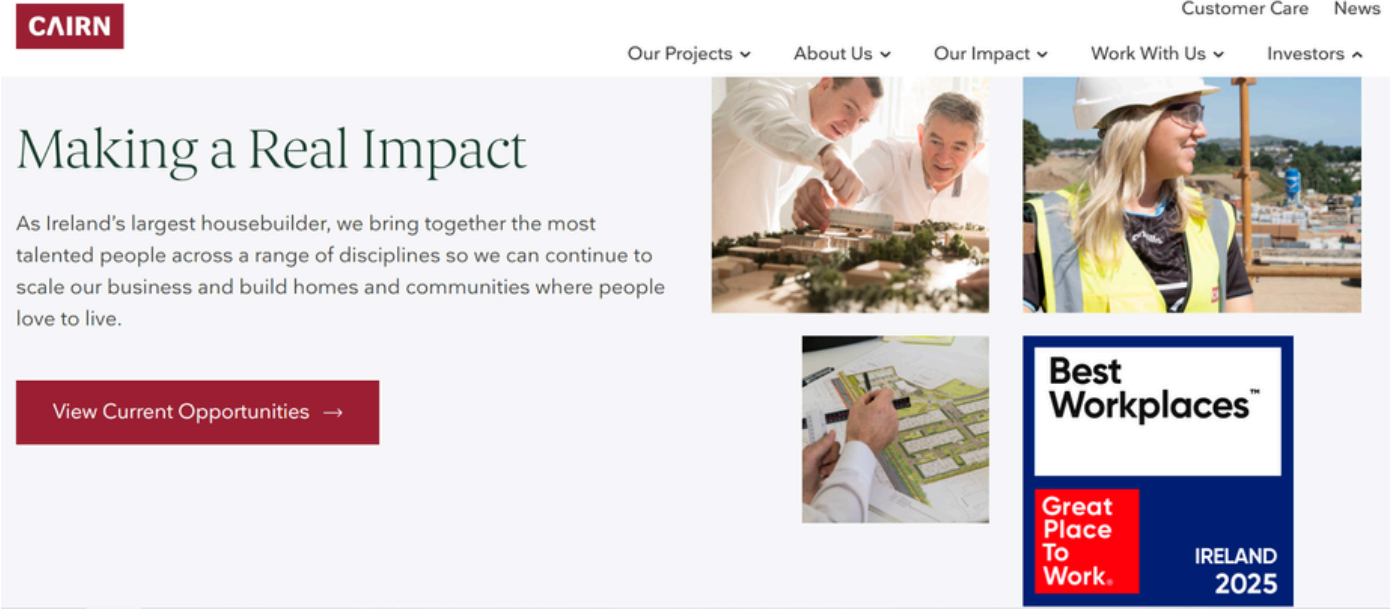
Your website is the foundation of your online communication and reflects its identity. Make sure you don't miss the opportunity to showcase your interest in creating a high-trust culture! Here, visitors should be able to tell at first glance what your company stands for and what makes you stand out. You can display your recognition logo on your landing page but also on your careers page, "about us" page, or write about your Great Place to Work recognition. Not only it is attractive for current and potential business partners, but it is also your chance to showcase your unique culture to prospective employees!



Website

Careers page

We especially recommend mentioning your Certification™ on your Careers page. This allows you to increase your attractiveness as an employer, establish trust and increase the quantity as well as the quality of your applicants.



Website

Blog posts & Newsletters

Remind your employees that they helped build an extraordinary workplace and let the outside world know you are a trustworthy organisation: display your recognition logo within your newsletters and blog articles! You can write about your Great Place to Work journey and you can even share our Webinars invites. These serve as great weekly reminders that maintaining a high-trust culture is important.

Tip: Share this blog post on your social media channels too (LinkedIn, Facebook, Twitter, Instagram etc.)

[About Us](#) [Careers](#) 24/7 Call Centre: 1800 84 40 60

 [Domestic](#) [Commercial](#) [Sectors](#) [Case Studies](#) [Help & Advice](#) [Contact Us](#)

[HOME](#) [COMPANY UPDATES](#) [GLANCY ENVIRO ACHIEVES GREAT PLACE TO WORK® CERTIFICATION™](#)

Glancy Enviro Achieves Great Place To Work® Certification™

SHARE THIS:

[Facebook](#) [X](#) [LinkedIn](#) [Email](#) [Print](#) [WhatsApp](#)

Last updated on May 31st, 2025 at 12:47 pm

Table of Contents

Glancy Enviro Achieves Great Place To Work® Certification™

We are thrilled to announce that **Glancy Enviro has officially been recognised as a Great Place To Work®-Certified™ organisation!** This prestigious certification highlights our commitment to fostering an exceptional workplace culture that prioritises employee satisfaction, trust, and collaboration.

What Does This Certification Mean?

The Great Place To Work® Certification™ is a globally recognised standard for workplace excellence. It is awarded based on direct feedback from employees, who evaluate their workplace experience across key areas such as trust, respect, fairness, and camaraderie. Achieving this certification demonstrates that Glancy Enviro is not only a leader in environmental services but also a company that values and invests in its people.

Why This Matters

Being certified as a Great Place To Work® offers numerous benefits:

- **Employee Pride:** Our team members feel valued and take pride in being part of an organisation that prioritises their well-being.
- **Attracting Talent:** With this certification, we stand out as an employer of choice, attracting top talent to join our growing team.
- **Recognition:** Glancy Enviro joins an elite group of organisations known for their outstanding workplace

Social Media

Hashtags & Handles

When prospective employees want to get a sense of your company's culture, they will often visit your social media pages. Social Media is now the mainstream media and millennials' favourite digital platforms. Showcasing your recognition on Facebook, Instagram, LinkedIn, Twitter, etc. is one of the most efficient ways to show the world the great things you achieve. If you need help designing a graphic, feel free to get in touch with us.



@greatplacetoworkireland



@GPTW_Ireland



@GPTWIreland



@gptwireland



#BestWorkplaces25

#BestWorkplaces26

#GPTWCertified

#CertifiedGreat



Social Media

Sample posts

Here are a few sample posts to get you started.



- It's official! We're proud to be one of Ireland's Best Workplaces! @GPTW_Ireland #gptw #bestworkplaces
- So proud to be one of Ireland's Best Workplaces! Interested in joining our great culture? Get in touch! @GPTW_Ireland #gptw



- So proud to be named a Certified Great company! Interested in joining our great culture? Get in touch! @GPTW_Ireland #gptw #gptwcertified
- We just got Certified as a Great Place to Work! Couldn't be more proud of our team – we put our people first. @GPTW_Ireland #gptw #gptwcertified

Social Media

Corporate post





Wellington IT

2,595 followers

1mo • 

We're proud to share that Wellington IT is now officially Great Place to Work Certified™ Across the UK & Ireland!

This recognition is based entirely on feedback from our amazing team and reflects the culture of trust, collaboration, and innovation we've worked hard to build.

Why does it matter? Because when our people thrive, so do our customers. A strong, positive workplace helps us attract top talent, retain great people, and deliver the best possible service to the credit union sector.

A huge thank you to our colleagues for making Wellington IT a truly great place to work 💙



2 comments • 4 reposts

Comment

Repost



Trigon Hotels

2,882 followers

2mo • 

We're honored to share the exciting news that Trigon Hotels has once again been recognized by [Great Place to Work® Ireland](#) 🌟

This achievement reflects our ongoing commitment to creating an inclusive and supportive environment for our team members. Here's to another year of success and growth together! 🎉

#GPTW #WeValueExceptional #TrigonHotels

  You and 61 others

4 comments • 7 reposts

 Celebrate

 Comment

 Repost

 Give your good wishes...

Most relevant ▾

 **Una Crilly** • 2nd

Hospitality and Retail Leadership Cons...

Huge congratulations. And so well deserved. Well done to all the team. 🙌🙌

Like •  1 • Reply

 **WeddingDates**

1,752 followers

Congratulations!



Great Place to Work® Institute Ireland

Employer Branding Guide

12

Social Media

Corporate post

CCD The Convention Centre Dublin (The CCD) [+ Follow](#) ...
8,080 followers
4mo • 🌐

We are proud to have been recertified as a [#GreatPlaceToWork!](#) 🏆

We believe that genuine connections are made when people come together. As a world-class venue hosting inspiring and impactful events in Ireland, we provide the perfect environment to grow meaningful connections—not just for our delegates, but for our people as well.

Congratulations in particular go to our People and Culture team [Debbie Low](#), [Marie Toomey](#) and [Josie Bitencourte](#) for leading this project, and to all of Clann CCD for taking part in the survey again this year.



Great Place to Work® Ireland
30,891 followers
4mo • 🌐

CERTIFICATION 🏆 | Congratulations to [The Convention C](#) [CCD](#) for being Certified as a [#GreatPlaceToWork!](#) This act
testament to their dedication, hard work, and commitmen



Lindt & Sprungli UK
9,788 followers
3mo • 🌐

We are proud to announce that both [Lindt & Sprungli UK](#) and Lindt Ireland have been certified by [#GreatPlacetoWork](#), the global authority on workplace culture! This recognition follows our annual Great Place to Work survey and is a testament to the incredible Lindt team who make this such a special place to work. The passion of our people is what sets us apart and underpins our unique culture. Thank you to everyone who makes Lindt a workplace to be proud of and one where we can thrive together and enchant the world with chocolate 🍫🙏🌟
[#GreatPlaceToWork](#) [#LindtUK](#) [#LindtIreland](#) [#TeamLindt](#)





Social Media

Corporate post



Milestone Technologies, Inc.
368,699 followers
2mo • Edited • 

Milestone Technologies, Inc. is proud to announce for the third year in a row we have been certified as a Great Place to Work® in India, Ireland, the Philippines, the UK, and the US.

What makes this recognition so meaningful is that it comes directly from our employees. Their honest, anonymous feedback drives our continuous efforts to foster a culture of trust, respect, and collaboration across the globe.

#Leadership #GreatPlaceToWork #MilestoneTech #CultureStartsAtTheTop #PeopleMakeTheDifference



119 9 comments • 20 reposts

Reactions



 Like Comment Repost

Comment as Great Place to Work® Ireland...



Most relevant ▾



GCS
138,964 followers
4mo • 

We're excited to share that we're officially Great Place To Work Certified! 🎉 This achievement is a reflection of our amazing people and our commitment to creating an outstanding company culture.

#GPTWcertified #GCSrecruitment #recruitment #GCS

<https://lnkd.in/eNhDdiQ3>



24 5 reposts

Social Media

Corporate post





Roganstown Hotel & Countr...

238 followers

2d • 🌐

+ Follow

✕

Roganstown Hotel & Country Club is officially certified as a great place to work!!

Who says so? Well, the people that work here!!

Since engaging with the Great Place to Work Organisation, we have undertaken numerous initiatives to ensure that working in Roganstown is a fulfilling and rewarding experience, and to give our team members a greater say in how the business operates.

The results of the staff survey carried out by the Great Place to Work Organisation at the end of the process, exceeded even our own expectations, allowing us to join the ranks of such brilliant Irish and International companies as, Cisco, DHL, Cairn Homes, The IRFU, Epic Museum and Volkswagen Group, as a fully certified Great Place to Work.





The Brehon Hotel & Spa

3,518 followers

1mo • 🌐

✕

🎉 We're thrilled to share some exciting news! 🎉

For the third year in a row, The Brehon Hotel & Spa has been recognised as a **Great Place to Work® Ireland**. At The Brehon, we believe in fostering a positive, supportive environment where every team member feels valued and inspired. This prestigious award is a reflection of the incredible team dedication and passion our staff bring to work every day.

#GreatPlaceToWork #Teamwork #TheBrehonWay

   69

10 reposts

 Celebrate

 Comment

 Repost

 Comment as Great Place to Work® Ireland...

Great Place To Work®

Great Place to Work® Institute Ireland

Employer Branding Guide 15

Social Media

Celebrate an occasion on LinkedIn

When creating a post, use the feature "Celebrate an Occasion" and select "New Certification" to promote your GPTW Certification photo with the badge on.

1 When creating a post, select "Celebrate an occasion"

2 Then select "New Certification"

3 Choose the photo of your choice featuring your GPTW badge.

Social Media Profile banner

You can also use the logo on your Social Media banner.



CRIFVision-net

Great Place To Work Certified 2025 | Together To The Next Level

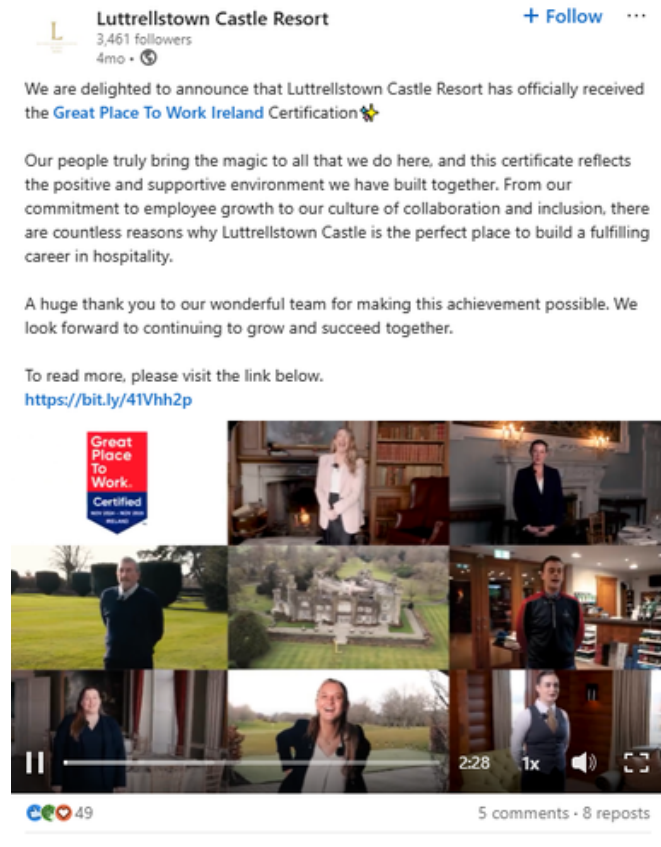
Information Services · Dún Laoghaire, Co. Dublin · 1K followers · 11-50 employees



Corporate videos

As well as being one of the best tools to enhance your SEO ranking and attract traffic to your website, videos are an enjoyable way to present your great achievements. This is the perfect format for storytelling and for creating awareness around your new achievement. Let's showcase the core values of your company as well as your recognition! As a bonus, videos are entertaining content to share on social media.

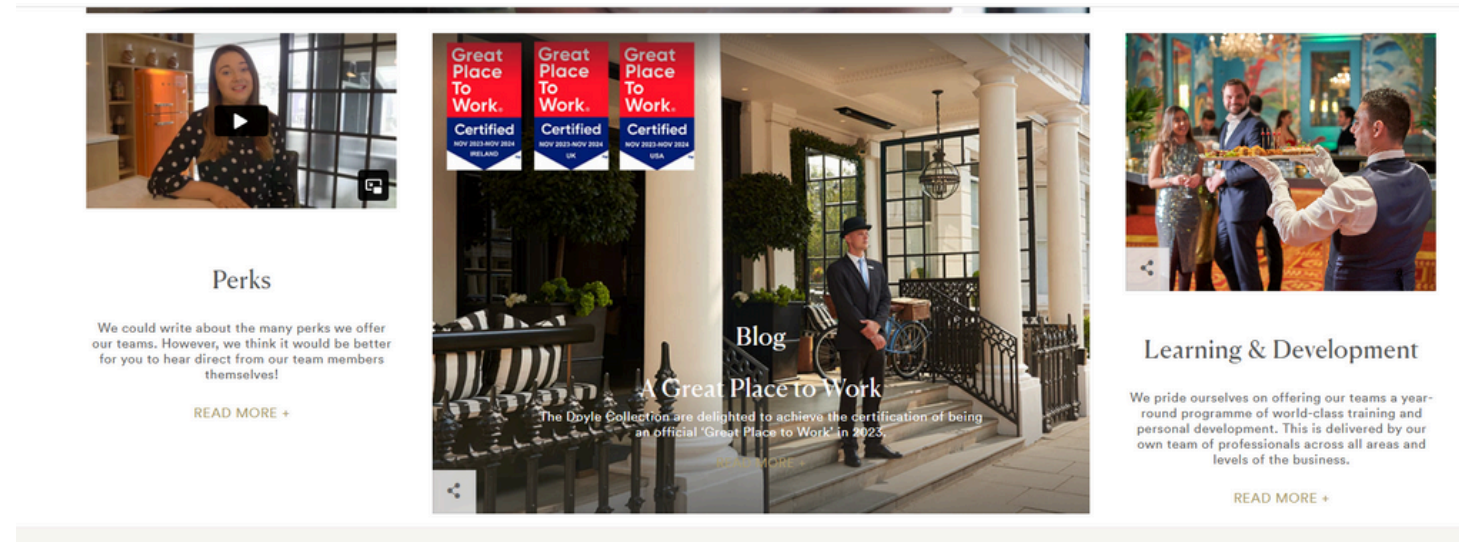
Tip: click on the images to see the full version of the videos



Recruitment

Career websites & Job offers

In this difficult recruitment context, potential employees want to know that they will have a good and sustainable experience if they join your company. Provide them with third-party validation by displaying your Great Place to Work recognition on your hiring campaign materials. Use your badge on your careers page, job postings, job offers speaking engagement slides, and anywhere you're recruiting talent to gain a competitive advantage.



Toast in Ireland

Our office is in the heart of Dublin on St. Stephen's Green and a stone's throw from many of our customers. Our recipe for success is to create a welcoming, inclusive, and supportive environment. Dublin is home to a vibrant, diverse, and growing number of Toasters. We have employees across many departments: Engineering, Product, Sales, Marketing, Customer Success, People, and more!



Recruitment Hiring campaigns

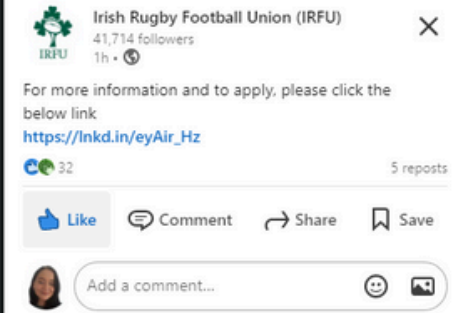


WE ARE HIRING

The IRFU and Munster Rugby are seeking highly qualified applicants for:
Head of HR, Munster Rugby

This position is being offered on a Permanent full-time basis. The successful candidate will provide specialised support, advice and assistance on all employment issues for staff and management of Munster Rugby. The position will include project type work as required by CEO, Munster Rugby and the Chief People Officer, IRFU.

Best Workplaces®
Great Place To Work®
Ireland 2024



Irish Rugby Football Union (IRFU)
41,714 followers
1h •

For more information and to apply, please click the below link
https://lnkd.in/eyAir_Hz

32 5 reposts

Like Comment Share Save

Add a comment...



Clonakilty Park Hotel
248 followers
1w •

We are currently recruiting for a full time, senior General Maintenance person to join our team at Clonakilty Park Hotel.

The role will require midweek and weekend working.

For full job description or to apply please contact Maria Carolan on marolan@clonakiltyparkhotel.ie



Grassland AGRO
Farming Inspired by Nature

WE ARE CURRENTLY LOOKING TO HIRE

TECHNICAL SALES ADVISORS

Responsibilities:
Build relationships with farmers, co-ops & merchants while providing expert advice on our products & soil sustainability. Attend events, grow sales & advance your career with great support!

Requirements:

- Agri degree & sales experience
- Strong communication skills
- Work independently & in a team
- Full driving license

We Offer:

- Competitive salary, bonuses + uncapped commission
- Ongoing training & career growth opportunities
- Wellness program & company sick pay
- Fully expensed company car business tools

Locations
Mayo/Leitrim
Kildare/Offaly
Donegal

Great Place To Work®
Certified
MAR 2025-MAR 2026
IRELAND

Scan me!

If you are passionate about agriculture and have a desire to help farmers maximise their yields through the use of our high-quality enhanced product range, then we want to hear from you.

www.grasslandagro.ie



Great Place To Work®
Certified
NOV 2024 - NOV 2025
IRELAND

WE ARE HIRING

General Maintenance Person

We are currently recruiting for a full time, senior General Maintenance person to join our team at Clonakilty Park Hotel.

The role will require midweek and weekend working.

Recruitment

Your profile on Great Place to Work's website

Your company profile is another benefit of your Great Place to Work recognition. It highlights your Trust Index Survey results and provides reliable third-party validation that you are, in fact, a great place to work. Link to your profile anywhere you'd like to direct potential employees, customers, or partners to see what makes your organisation a great place to work.

BROWSE CERTIFIED COMPANIES

SHARE   

 **The Gleneagle Hotel**

 GLENEAGLE

About The Gleneagle Hotel

COMPANY OVERVIEW

Gleneagle Killarney is a leading hospitality and entertainment destination in Killarney, Co. Kerry. Home to the Gleneagle Hotel, Gleneagle Arena, Gleneagle Conferences & Events, Wellness & Leisure, we offer exceptional stays, world-class concerts, and top-tier conference facilities. With a strong team culture, we prioritise career growth, work-life balance, and innovation. Our commitment to excellence, sustainability, and guest experience makes us a dynamic workplace where employees thrive. Whether welcoming guests, hosting events, or creating unforgettable moments, Gleneagle Killarney is a great place to work and grow.

THE GLENEAGLE HOTEL HEAD OFFICE

 Killarney

CERTIFICATION November 2024 **COMPANY SIZE** 340 **INDUSTRY** Hospitality **CONNECT**     

Employee Demographics

Tenure

■ <2 years - 25% ■ 2-5 years - 15% ■ 6-10 years - 20% ■ 11-15 years - 27% ■ 16-20 years - 15% ■ Over 20 years - 8%



Culture Overview



At Gleneagle Killarney, our culture is built on teamwork, passion, and excellence. We foster a supportive and inclusive workplace, where every team member is valued and encouraged to grow. Hospitality is at our heart, and we take pride in delivering exceptional guest experiences through innovation, dedication, and a strong sense of community.

We believe in work-life balance, career development, and employee wellbeing, offering opportunities for learning and progression. With a dynamic, fast-paced environment and a shared commitment to excellence and sustainability, Gleneagle Killarney is more than a workplace—it's a place to thrive.

Company Culture at The Gleneagle Hotel

The employee experience below at The Gleneagle Hotel, compared to a typical company.

81% of employees at The Gleneagle Hotel say it is a great place to work*, compared to 60% of employees at a typical Ireland based company.



*Response to the statement "Taking everything into account, I would say this is a great place to work." vs. a typical Ireland company.

86% Percentage of employees at your organisation say, 'Our customers would rate the service we deliver as "excellent."'

76% Percentage of employees at your organisation say, 'I can fulfil my career aspirations working here.'

81% Percentage of employees at your organisation say, 'I'm proud to tell others I work here.'

72% Percentage of employees at your organisation say, 'I would strongly endorse my organisation to friends and family as a great place to work.'

84% Percentage of employees at your organisation say, 'I can be myself around here.'

Word from the top



Patrick O'Donoghue, CEO "At Gleneagle Killarney, our success is built on the dedication and passion of our people. We foster a culture of teamwork, innovation, and excellence, ensuring both our guests and employees have outstanding experiences. Our commitment to career development, work-life balance, and continuous improvement makes Gleneagle Killarney a truly great place to work and grow."

GLENEAGLE

Interested in a career at The Gleneagle Hotel, or just want to know more?

To discover what sets The Gleneagle Hotel apart and explore relevant career opportunities, take a look at their website.

[Visit Their Website](#)

Employee Advocacy

We're sure your employees are proud of being part of a great workplace, and there are plenty of possibilities to capture their excitement about working in your organisation – whether it be video testimonials, interviews, posts on social media, email banners, etc. These are very effective ways to let the high-quality talents you would like to attract know what your current employees think about your organisation.

 **Tonya M.** • 2nd
Passionate HR professional dedicated to fostering a culture of e...
2mo •  [+ Follow](#) [...](#)

We are incredibly proud to announce that we have been recognised as a Great Place to Work!

This recognition is a testament to the hard work, dedication, and passion of our amazing team. We believe that our people are our greatest asset, and we're thrilled that our culture of inclusivity, support, and empowerment has been acknowledged. Thank you to every member of the The Johnstown Estate team for making this achievement possible. We couldn't have done it without you, and we're excited for all the great things ahead!

[#GreatPlaceToWork](#) [#ProudTeam](#) [#EmployeeSuccess](#) [#CompanyCulture](#)
[#Teamwork](#) [#CelebratingSuccess](#)

 **Great Place to Work® Ireland**
28,850 followers
2mo • 

CERTIFICATION 🏆 | We are thrilled to Certify™ [The Johnstown Estate](#) as a [#greatplacetowork](#) again! Congratulations to the team for this fantastic achievement! 🎉

Check out all the Certified™ organisations 🏆 <https://hubs.li/Q02TsK-50>

[#gptw](#)



THE
JOHNSTOWN
ESTATE
★★★★★
HOTEL & SPA

The Johnstown Estate



Great Place To Work®
Certified
OCT 2024 – OCT 2025
IRELAND

 **Jack Casey** ✓ • 3rd+
Customer Growth Account Executive @ Toast | MBA, CSM
1mo •  [+ Follow](#) [...](#)

Thrilled to celebrate my 1-year anniversary at Toast!

I decided to mark this occasion by spending a few days at our Boston HQ, where the warm welcomes made it unforgettable.

Over the past year, I've grown, learned, and achieved more than I ever imagined, thanks to this incredible company and team.

If you're interested in joining my amazing team and helping empower the restaurant community to grow and thrive on Toast, click here to apply:

<https://lnkd.in/e3Xb3X3B>

Feel free to message me to learn more about why we're certified as a Great Place to Work in Canada, India, Ireland, Taiwan, the UK, and the US! [#WeAreToasters](#)



Your workplace

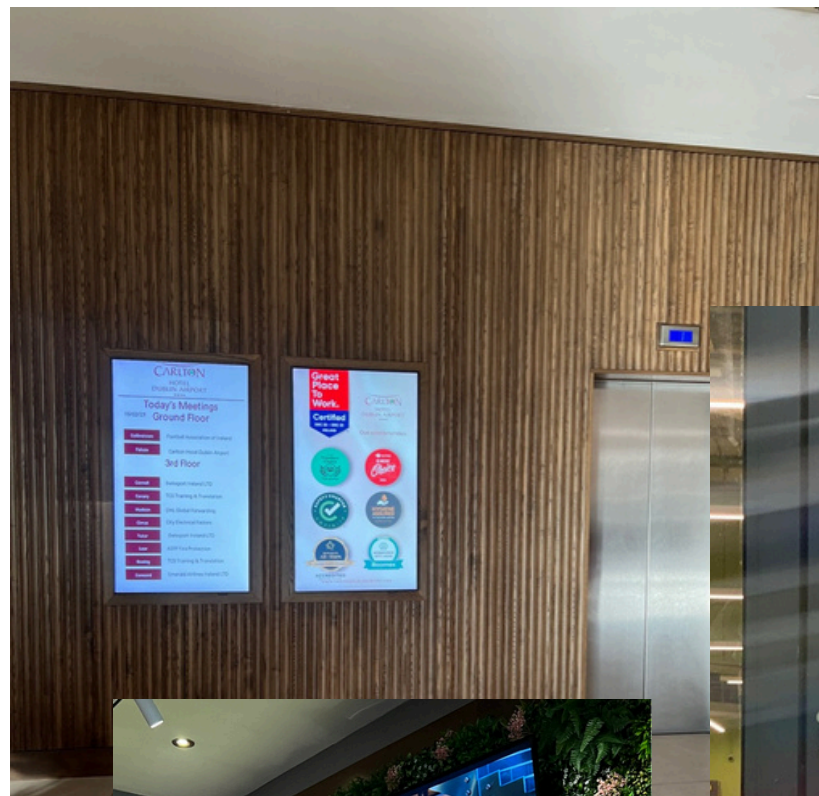
The office

For example, decorate your reception area with Great Place to Work® sitting cubes or a trophy with the Certification™ logo. You can also display stickers and posters on some strategic areas of your workplace: front door, reception, lifts, offices doors, common rooms etc. You can also use notice boards and TV Screens in your workplace to showcase your accreditation. And don't forget to display the Great Place to Work poster in your office!



Your workplace

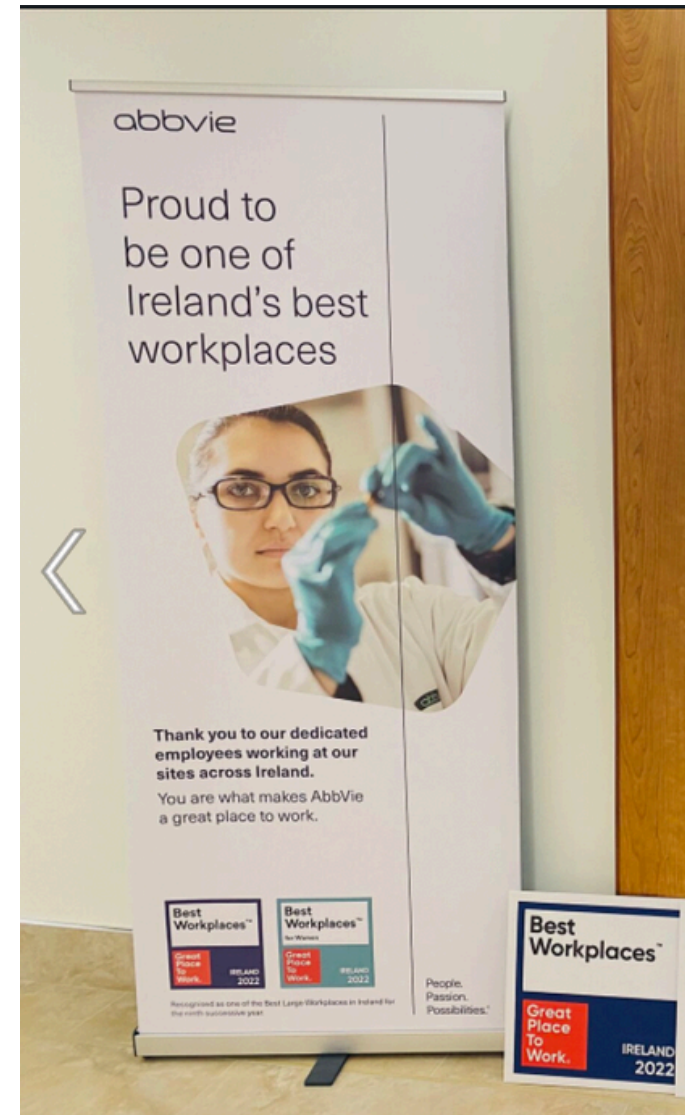
If your business is in the retail/hospitality sector or if you have several offices, locations etc. you can physically display your recognition logo! At the entrance, checkout or even elevators – showcasing to your customers and employees.



Your workplace

Pop-ups

Pop-ups are a great tool that you can use in your office and also bring to external events!



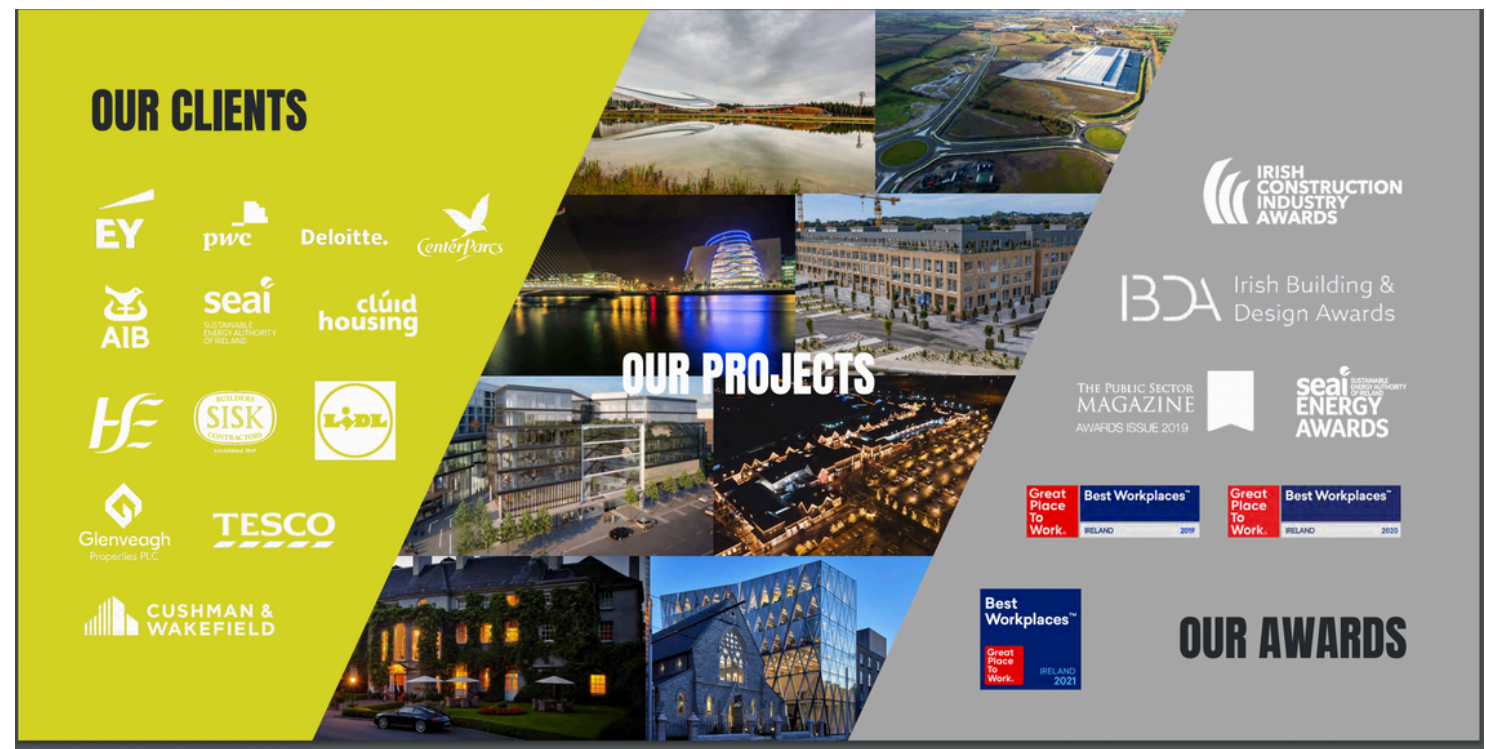
Email signature

You probably send more emails to customers than you send texts in a day – that’s why your email banner is the best place to share your recognition. There is no better way to get the word out about your accomplishment than to share the news with the people you do business with each and every day. If your company provides a standard email signature template, include the logo to let everyone who emails with your employees know that you are a great workplace. It will help potential customers and partners trust that you are a company that warrants their business.



Presentation & Backgrounds

Webinars, workshops and virtual meetings have skyrocketed in recent years, and these are also good occasions to display your achievements. For example, you can showcase your recognition in your virtual calls/event invites going out internally and externally! It will separate you from the crowd and make prospects want to engage with you.



Advertisement & Printed material

Create an advertisement that references your accreditation to create brand awareness! If you need any help with this, you can contact our team.

You can also apply the label to print materials such as:

- Business cards
- Business reports
- Flyers
- Brochures
- Letterhead paper
- Envelopes

FUTURE-PLANNING

The skills gap: How to plan for jobs that don't yet exist

Technological and economic change means business success will soon depend on agility and innovation, while employees who commit to reinvention will be best placed for new opportunities, writes **Edel Corrigan**



A world of talent, united in Protection

Credit Agricole Condition Insurance (CACI), a subsidiary of **Credit Agricole Assurances**, specialises in Lifestyle Protection and Condition Insurance, making it a market leader in France and Europe. With 10 partners serving 5.6 million customers across 6 countries, CACI is Ireland's first choice for a life insurance policy.

Established in 1991 and integrated into Credit Agricole Assurances in 2006, CACI collaborates with local banks and specialised insurance companies to offer a comprehensive range of products. These include **condition protection insurance, income protection, accident & health, guaranteed asset protection, and mobility solutions** designed to meet the financial protection needs of its partners and their customers.

Based in Ireland and with branches in France, Italy, and now Germany, CACI recognises that its dynamic team of almost 200 employees, representing 25 nationalities, is the driving force behind its success. This rich diversity fuels creativity and innovation. Celebrated for its positive workplace culture, CACI has been awarded as a Great Place to Work for the fifth consecutive year in 2021.

Our culture is built on trust, respect, camaraderie, and fairness created and sustained by all of us. Every day, we work together to strengthen our workplace, ensuring it remains a Great Place to Work, a great place to grow, collaborate, and make a real impact. Because at CACI, our diversity is our strength, and our mission is protection.



The pace of technological and economic change has never been quicker. According to a report published by Deloitte Technologies and authored by the Institute For The Future (IFTF), 85 per cent of the jobs that will exist in 2030 have yet to be invented.

How are employers and workers meant to cope with such rapid change? How can they acquire skills for jobs and business models that don't exist yet? What strategies can employers and individuals employ to secure their futures in such a highly dynamic environment?

If we were all to try to keep pace with the rapid developments in technology, we wouldn't get any work done, says Claudia Carr, partner, business consulting, at Bearing Point. "Organisations need to consider how they can capture the collective intelligence of their people, while also avoiding multiple people and teams duplicating effort and not learning from others. Building relationships with technology providers will continue to be important, particularly ones which support knowledge sharing."

PwC's 2021 CEO survey shows that 42 per cent of global chief executives are of the view that their businesses will not be viable in 10 years if they do not change path, says Gerard McDonough, partner, workforce consulting, at PwC Ireland. "That number for Ireland is 29 per cent - still a very high percentage."

With the current levels of uncertainty and disruption, business leaders recognise the need for change and to reinvent their business models. Transformative technologies such as AI and agentic AI will be huge enablers for this reinvention and will require a step up in upskilling employees with the necessary skills for the businesses of tomorrow.

A staggering 91 per cent of Irish chief executives are concerned about key skills availability in their businesses, McDonough says, with nearly half (46 per cent) saying that they expect to integrate AI into business processes and workflows in the coming three years.

"At the same time, 71 per cent of Irish business leaders are of the view that AI will require most of their workforce to develop new skills."

Business success will soon depend on agility, innovation and strategic reinvention, says Laura Flynn, head of people consulting at EY Ireland. "Companies that fail to integrate AI-powered workforce for casting will struggle to remain competitive."



Press release

Press release sample

Would you like everyone to know you are a great workplace? Don't forget the power of the press! Feel free to use the press release in the communication pack provided to extend your recognition announcement to the press!

Tip: Here is an example of a press release you can use. You just have to copy-paste!

[Company Name] Certified as a Great Place to Work! / Named as one of Ireland's Best Workplaces

[insert embargo date if required]

[Company Name] is proud to announce that we have officially been Certified as a Great Place to Work / named as one of Ireland's Best Workplaces [year] after a thorough and independent analysis conducted by Great Place to Work® Ireland. The accreditation process is based on direct feedback from employees, provided as part of an extensive and anonymous survey about the workplace experience.

[Insert a paragraph on how your organisation is committed to a great workplace culture – this can be a good opportunity to enhance your employer brand]

[Insert quote from your CEO or Senior Leader on what Certification means to your organisation]

About Great Place to Work®: Great Place to Work® (www.greatplacetowork.ie) is the global authority on high-trust, high-performance workplace cultures. Through assessment tools, consultancy services, and certification programmes, Great Place to Work® recognises Best Workplaces™ across the world in a series of national lists including those published by The Irish Times and Fortune magazine (USA). Great Place to Work® provides the benchmarks, framework, and expertise needed to create, sustain, and recognise truly outstanding workplace cultures. Follow Great Place to Work® at www.greatplacetowork.ie and on Twitter at @GPTW_Ireland

About your company: [insert short description of your company – 75 words or so]

Media Contacts: [insert PR contact: name, email, phone if required]

Press release

Allianz named one of Ireland's Best Workplaces for Health & Wellbeing



NEWS

Tralee headquartered company named as "One of the Best Workplaces in Ireland"

FEB 27, 2025 12:59

BY RADIOKERRYNEWS



Share this article

A Tralee headquartered company has been named as One of the Best Workplaces in Ireland for the first time

ENERCON was recognised among the Best Medium Workplaces[™] in Ireland 2025.

A total of 135 organisations were recognised at the 23rd annual Great Place to Work Awards, which took place yesterday.

Follow Us on Social



Subscribe to
Business Plus Magazine

Waterford News

NEWS SPORT YOUR COMMUNITY LIFE WHAT'S ON OPINION ARCHIVE SPONSORED MORE

Jump on
to take off

WED, 12 MAR, 2025 - 13:27

Waterford's Sun Life named a Best Workplace in Ireland and recognised for diversity



Sun Life team DE&I committee members receiving the Gold award from Caroline Cummings, Irish Centre for Diversity. From left, Sharon Johnson, Caroline Cummings, Donna Tilson, Sun Life Ireland Site Lead, Nicola McGrath and Noeleen Donnelly.



MARY FRANCES RYAN

Sun Life has received Investors in Diversity Gold reaccreditation after first receiving Gold accreditation in 2023.

Sun Life has also been recognized as one of Ireland's Best Workplaces in the large employer category, adding to previous recognitions as a Best Place to Work in tech and the Great Place to Work certification.

Sun Life is committed to fostering a supportive and inclusive workplace that prioritizes people and a healthy work/life balance.

"Ireland continues to grow as a place for top talent and successful business, and Sun Life has established itself as an employer of choice," said Donna Tilson, Assistant Vice President, IT Integration Strategy & Ireland Site Management, Sun Life.



LATEST

- 5 minutes ago
Waterford family walk Irish coastline for Konyu communities
- 34 minutes ago
Bolton to be ratified as Waterford Senior Camogie manager
- 35 minutes ago
Camogie Association launches "Period Power" campaign
- an hour ago
Fine issued to city woman over illegal dumping on outskirts of Waterford city



Death Notices for Waterford

- Crowley Drea, Abbie Portlaine, Co...
- JACKMAN, HELEN Waterford City, Co...
- Cashman, Bridget... Dungarvan, Co...

Be creative!

The best way to promote your Great Place to Work recognition is actually to do it your own way: be creative and authentic! Include your recognition in your own style, culture and brand strategy. We love seeing people who think outside the box!



**Great
Place
To
Work®**

**Do you need help with activating your Great Place to
Work recognition?**

**Are you interested in the Great Place to Work
Programme?**

Contact Us