

CASE STUDY

Google

The Best Place to Work in the World

Ranked as Fortune's top employer in the world for the past six consecutive years, Google receives over two million applications a year. Read on to learn more about why they've been so successful at attracting top talent, and how you can become an employer of choice.

Why do people want to work for Google?



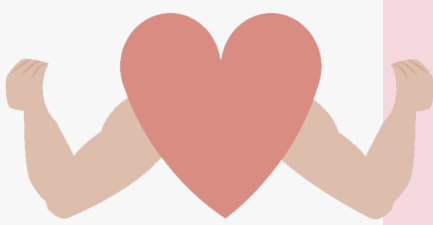
High Job Satisfaction

More than 64,000 Google employees can take advantage of perks in the Googleplex such as fitness facilities, generous paid parental leave, and on-site childcare. One employee describes Google as "a company that treats their employees great and in return gets motivated and loyal employees."



Work that Impacts

PayScale reports that 73% of Google employees find their jobs to be meaningful. With the company's mission "to organize the world's information and make it universally accessible and useful," Google constantly provides their employees with challenging and meaningful projects where its employees can see the impact it brings.



Work from Home

More than one-quarter of Google employees telecommute. An employee wrote on Glassdoor that "[Google is] flexible. If you're lucky, you won't have a micromanager boss and you can be somewhat flexible in how you work. But don't get me wrong — you'll work a lot. But you don't have to do all of it chained to your desk."



Low Stress

"The work environment [at Google] is laid back, and less competitive than others. It really allows room for creativity," writes a Google product manager. While employees are encouraged to create ambitious goals, they aren't expected to meet those goals and are supported by Google when they make mistakes.



SOURCE:

[HTTPS://WWW.BUSINESSINSIDER.COM/GOOGLE-IS-THE-BEST-COMPANY-TO-WORK-FOR-IN-AMERICA-2016-4#SOME-EMPLOYEES-SAY-
THEIR-JOB-IS-LOW-STRESS-5](https://www.businessinsider.com/google-is-the-best-company-to-work-for-in-america-2016-4#some-employees-say-their-job-is-low-stress-5)