



Laudatio Prix Balance^{ZH} in der Kategorie «Dienstleistungen KMU»

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Transa Backpacking AG

(Es gilt das gesprochene Wort.)

Great workplaces are built through the day-to-day relationships that employees experience – not a checklist of programmes and benefits.

Employees believe they work for great organisations when they consistently:

- TRUST the people they work for;
- Have PRIDE in what they do; and
- ENJOY working with their colleagues.

The defining principle of great workplaces is trust, which is created through management credibility, the respect with which employees feel they are treated, and the extent to which employees expect to be treated fairly. The degree of pride and the level of authentic connection and camaraderie that employees feel are also essential components.

This fundamental model, confirmed by Great Place to Work through over 25 years' worth of analysis of employees' opinions, is universal and consistent year-over-year, country-to-country, and applies to companies in all industries, as well as non-profit, educational and government organizations with wildly diverse employee demographics.

As specialists in great workplaces, we are very proud to be partner of the Prix Balance^{ZH} and are honoured to reward a company in the category "Small and Medium Enterprises". The prize goes to a company that has emphasizes since its very beginning the compatibility of work and private life. In the framework of its sustainability engagement, family-friendly policies have always been an important aspect.

A few examples: The distribution between male and female employees is almost fifty-fifty. Part-time employees, of whom 75% are female and 53% male, include branch managers and even a member of the management board. Most of these employees choose to work part-time because they want to spend time more with their children and help in the household. Working from home is an option for all employees. The company



clearly has a lot of experience with different social and family models. Transa has also a leave system which encourages each employee to balance his or her working and personal life. There are 16 weeks maternal leave (for those who have been employed by the company for at least 3 years), and 10 days paternal leave (for those who have been at the job for 2 years or more).

From the founding years, the concepts of cooperation, democracy and equality of treatment have been deeply rooted in the company. The manner in which an employee's career develops is planned by both the management and the employee, who work together in a spirit of partnership and cooperation.

Ladies and Gentlemen, I proudly award the Prix Balance^{ZH} 2011 to Transa Backpacking AG! Transa was founded in 1977, and is today a leading specialist in outdoor equipment. The Transa story began with the pioneering procurement of special equipment for desert-hungry Swiss adventurers. Meanwhile, Transa offers a wide range of innovative travel, bike and outdoor gear. There are shops in Zurich, Bern, Basel, St. Gallen, Lucerne and Winterthur, and two further specialist outlets in Bern and Zurich. Transa also organises courses, tours and special events, such as the annual Winter Festival.

Every year Great Place to Work conducts research in 45 countries, including Switzerland, the objective of which is to identify the best workplaces in each country. The prize-winning company Transa will receive an encompassing employee assessment from Great Place to Work, in which results are analysed, the underlying level of trust within the organization is measured, and targeted recommendations are made on how to improve the workplace and consequently employees' engagement.