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## **ROOT HONORED ON 2011 GREAT PLACE TO WORK BEST WORKPLACES IN AMERICA LIST BY ENTREPRENEUR MAGAZINE**

Seventh Consecutive Year Root Achieves Recognition

**Sylvania, OH – October 18, 2011** - Root, a strategy execution company that connects people with complex strategies, today announced it has been honored for the seventh consecutive year on the [Great Place to Work® Rankings: 2011 Best Small & Medium Workplaces Presented by Entrepreneur®](#) list. This annual competition recognizes companies that have exceptional workplace cultures.

“I am proud to say we have been chosen as a Great Place to Work seven years running because of the quality and commitment of our team at Root to personify the core company values of servant leadership, creative excellence, fun, authenticity, engagement and giving,” said James Haudan, CEO and co-founder of Root. “Root understands the critical importance of engaging employees because that is what we do as an organization and we help bring that to life for our clients. Not only do we believe in it, but we embody it in all that we do and it’s an honor to be recognized for our ongoing efforts.”

Root was selected from hundreds of companies vying for a place on the list this year. Applicant companies opt to participate in the selection process, which includes an employee survey and an in-depth questionnaire about their programs and company practices. Great Place to Work® then evaluates each application using its unique methodology based on five dimensions:

- Credibility (communication to employees),
- Respect (opportunities and benefits),
- Fairness (compensation, diversity),
- Pride (philanthropy) and
- Camaraderie (welcoming new employees, celebrations).

Creators of the list, Great Place to Work has found that employees believe they work for great organizations when they consistently trust the people they work for, have pride in what they do and enjoy the people they work with.

“The companies featured on this year’s list are truly extraordinary in their practices and achievements,” said Susan Lucas-Conwell, CEO of Great Place to Work. “Their leaders recognize the value of creating great workplaces and the competitive edge it provides them.”

Organizations named on the list see many benefits that include better financial performance, less employee turnover, higher levels of customer satisfaction and loyalty, more innovative and creative thinking, higher productivity and enhanced public perception.

To see the complete list visit <http://www.entrepreneur.com/greatplaces/>, to learn more about how to build a high-trust workplace culture, visit [www.greatplacetowork.com](http://www.greatplacetowork.com) or to learn more about Root visit [www.RootLearning.com](http://www.RootLearning.com).

**ABOUT ROOT:** Root is the strategic execution company that engages people as the catalyst for change. With more than 20 years of insights from partnering with the world’s largest businesses, Root uses a proven strategy execution framework that transforms businesses and accelerates results. A privately-owned company, Root is based in Sylvania, Ohio. For more information, visit [www.rootlearning.com](http://www.rootlearning.com)

**ABOUT GREAT PLACE TO WORK®:** Great Place to Work® is a global research, consulting and training firm that helps organizations create and sustain great workplaces through the development of high-trust workplace cultures. Great Place to Work serves businesses, non-profits and government agencies in 45 countries on all six continents. In the US, Great Place to Work produces the annual FORTUNE 100 Best Companies to Work For® list and Great Place to Work Best Small & Medium Workplaces list published by Entrepreneur.com.

**ABOUT ENTREPRENUER.COM:** Marking its 10-year anniversary in 2006, Entrepreneur.com has evolved into the most widely used website by entrepreneurs and leaders in business worldwide. As the leading small business website on the Internet, Entrepreneur.com serves its visitors’ needs by creating the most satisfying experience with relevant content, logical information management and ease of access.

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