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# AEC Employer of Choice Award

Benchmarking Report

Created for:

**ABC Architects & Engineers**

## INTRODUCTION

In today's tight labor market, architecture and engineering talent chooses you, not the other way around. Unlike most "best company to work for" awards which measure superficial levels of employee satisfaction, PSMJ's AEC Employer of Choice award is designed to measure the most significant metric that proves you have truly satisfied employees: their level of engagement.

This year's participants represent a diverse group of AEC firms from across the United States of America and Canada, all of whom should be commended for the efforts to gauge, and improve on, employee engagement. We hope this report will aid you in this endeavor.

Enclosed you will find:

- I.** Survey Methodology
- II.** Participation Rate Calculation
- III.** Employee Net Promoter Score Calculation
- IV.** Award Calculations
- V.** Survey Benchmarking Data

On behalf of all of us at PSMJ Resources, thank you for participating in our AEC Employer of Choice award process. The competition was fierce, and many firms performed exemplarily.

A special congratulations to our winning firms (in order of ranking):

- 1.** Greenprint Partners
- 2.** Hampton, Lenzini and Renwick, Inc. (HLR)
- 3.** Reveer Group
- 4.** Caldwell Architects
- 5.** Great West Engineering
- 6.** BSA LifeStructures
- 7.** McKinley Architecture and Engineering
- 8.** Mulhern & Kulp Structural Engineering, Inc.
- 9.** Beck Engineering, Inc.
- 10.** Harrington Group, Inc.

Whether your firm is selected as a winner or not this year, we hope that you find the data and insight in this report valuable to drive ongoing change and improvement in your firm. Of course, if you have any questions at all (either on the award process or on strategic questions and decisions), we're here for you!

## I. SURVEY METHODOLOGY

Your employees were asked to participate in an anonymous web-based survey to help determine the level of employee engagement in your firm. Employee engagement is not the same as employee satisfaction. If you want to have satisfied employees, it can be as simple as just paying them well; giving them great benefits with lots of time off and – most important – don't demand much of them. If you want engaged employees, you need to create a work environment where they willingly provide discretionary effort on behalf of your company – even when no one is watching them.

Each of your employees was sent a link to a comprehensive survey covering various aspects of your work environment that affect employee engagement. The questions asked were grouped into categories, as follows:

1. Employee Morale
2. Transparency & Communication
3. Corporate Culture
4. Personal Work Environment
5. Organizational Structure
6. Career Development
7. Corporate Leadership

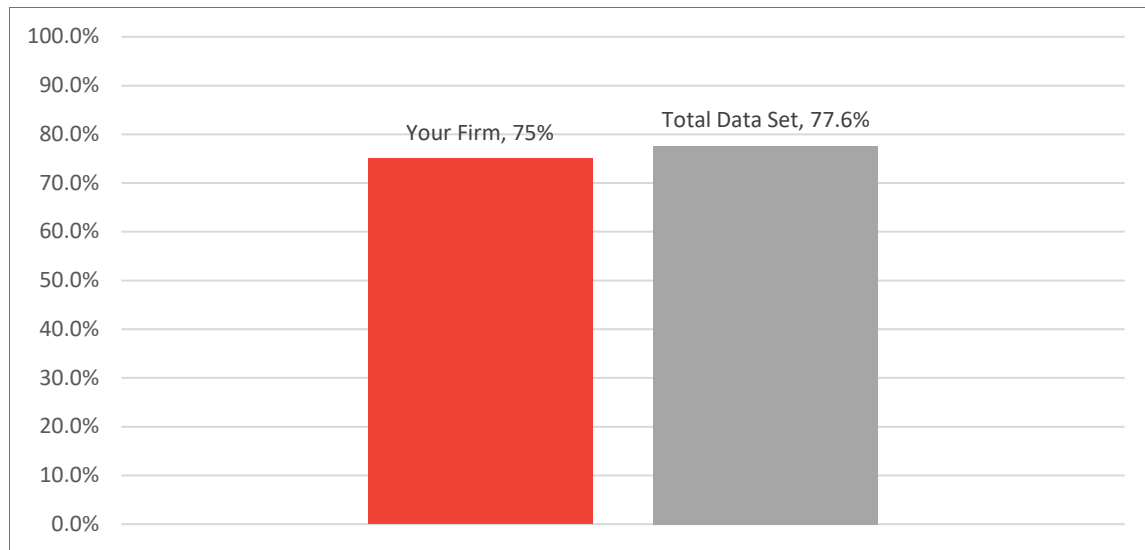
In order to assure confidentiality, employees sent their responses directly to PSMJ's survey web-based portal (via Survey Monkey). We then compared your firm's responses with those from other firms that had completed this 2025 survey. For this comparison, we assigned the following Likert Scale values to each response category:

Point Value	Response
1	Strongly Disagree
2	Disagree
3	Somewhat Disagree
4	Neither Agree nor Disagree
5	Somewhat Agree
6	Agree
7	Strongly Agree

## II. PARTICIPATION RATE CALCULATION

Your award entry form stated a total count of 150 employees. We received a total of 113 returned surveys. This represents a response rate of 75% and compares to an overall response rate of 77.6% for the 2025 AEC Employer of Choice award data set.

**Employee Participation Rate Comparison**



## III. EMPLOYEE NET PROMOTER SCORE CALCULATION

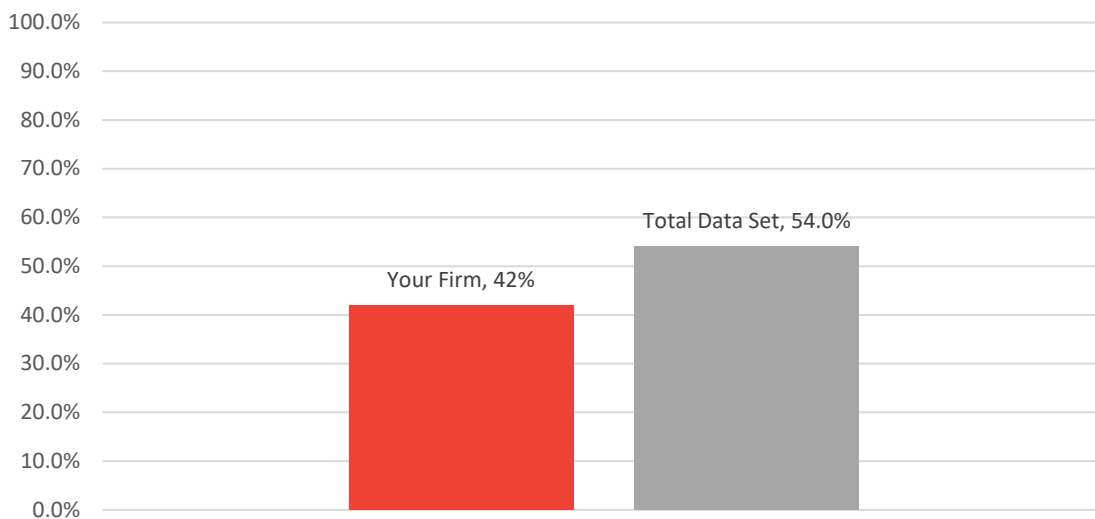
The Employee Net Promoter Score (eNPS) was calculated using the following question: “On a scale of 0-10, how likely are you to recommend your company to friends and colleagues as a place to work?” 0 represented not likely at all and 10 represented extremely likely.

First, we found the number of respondents who indicated 9 or 10 divided by the total number of respondents (the percentage of “net promoters”) and found the number of respondents who indicated between 0 and 6 divided by the total number of respondents (the percentage of “net detractors”).

The eNPS was calculated by taking the percentage of “net promoters” minus the percentage of “net detractors”. Those who indicated 7 or 8 are considered neutral and not part of the calculation.

Your calculated eNPS was 42% and compares to the average eNPS of 54% for the 2025 AEC Employer of Choice award data set.

**Employee Net Promoter Score (eNPS) Comparison**



## IV. AWARD CALCULATIONS

The final weighted score used to determine PSMJ's 2025 AEC Employer of Choice Award was calculated using the total points earned compared to total possible points, the survey response rate, and the calculated Employee Net Promoter Score (eNPS).

To calculate the winners of PSMJ's 2025 AEC Employer of Choice Award, we started by looking at the average response for each of the survey questions. Since we had already assigned a number to correspond with each response category, we took the sum of these values and divided it by the total number of responses on a per question basis. Once we had calculated the average for each question, we next treated the average as "points." The highest number of points available for each question was seven (to get a perfect score for any question all participants would have had to rate it as "Strongly Agree"). Since there were 45 total questions, there was a total possibility of 315 points (45 questions x 7 points/question). We then calculated participants total amount of points and divided the total by 315 (your firm's score).

We also calculated the Employee Net Promoter Score (eNPS) using the question "On a scale of 0-10, how likely are you to recommend your company to friends and colleagues as a place to work?" with 0 being not likely at all and 10 being extremely likely. The eNPS was calculated by taking the percentage of "net promoters" (the percentage who responded with 9 or 10) and subtracting it by the percentage of "net detractors" (the percentage who responded between 0 and 6).

We then applied size-adjusted weightings to your firm's score and participation rate, plus included a standard set weight for Employee Net Promoter Score (eNPS), to arrive at a final score.

We ranked the final scores for all participating firms and the 2025 award winners represent the top ten firms in the contest. To provide some degree of context on this, the first-place firm had a final weighted score of 90.3. The tenth-place firm had a score of 83.6. Your firm's score was 76.2%.

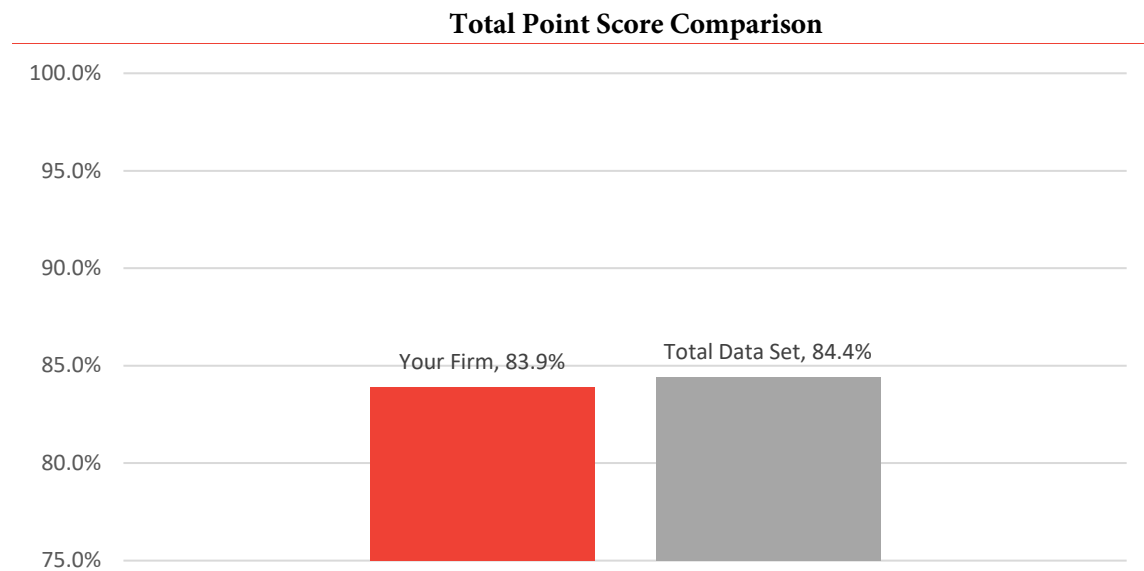
The calculation for your firm is summarized in the following table:

Step 1. Point Score Calculation				
Total Points	Max Possible	Score Calculation	Result	Weighting
264.2	315	= 264.2/315	= 83.9%	75%
Step 2. Participation Score Calculation				
Total Points	Max Possible	Score Calculation	Result	Weighting
113	150	= 113/150	=75%	8.3%
Step 3. Employee Net Promoter Score (eNPS)				
% Net Promoters	% Net Detractors	Score Calculation	Result	Weighting
55%	13%	= 55% - 13%	= 42%	16.7%
Step 4. Final Weighted Score Calculation				
$(83.9\% \times 75\%) + (75\% \times 8.3\%) + (42\% \times 16.7\%)$ = <b>76.2%</b>				

## V. SURVEY BENCHMARK DATA

We asked a total of 45 questions, all on a scale of 1 to 7. Remember, values closer to 7 indicate that, on average, your employees strongly agree with the given statement. Values closer to 1 indicate they, on average, strongly disagree with the given statement. All responses are also compared with the average values for all 2025 AEC Employer of Choice award contestants (“Data Set Average”).

Your total point score (your total points earned divided by total possible points) was 83.9%. This compares to an overall average total point score of 84.4% for the 2025 AEC Employer of Choice award data set.



The aggregate response data on the specific employee survey questions are presented below. To allow for easier interpretation and strategy development, please note the following color coding:

- RED:** Your firm’s average is more than one point below the data set average.
- ORANGE:** Your firm’s average is less than one point below the data set average.
- GREEN:** Your firm’s average is at or above the data set average.

Question	Your Firm Average		Data Set Average
<b>Employee Morale</b>			
1) I feel proud to be part of this firm.	6.23		6.32
2) I feel empowered at work.	5.71		5.88

3) My work and role at the firm gives me purpose.	5.96		6.02
4) I would like to be working for this firm one year from today.	6.20		6.32
5) I feel enthusiastic to come to work every day.	5.68		5.71
<b>Transparency &amp; Communication</b>			
6) I understand our core purpose (e.g. why our firm exists).	6.26		6.23
7) I understand our strategic goals.	5.92		5.82
8) Leadership looks for ways to solicit my input on our firm's strategic direction.	5.32		5.35
9) I am adequately informed about our firm's financial performance.	5.81		5.58
10) I am kept informed about the important things that are happening at my firm.	5.56		5.68
11) I understand our firm's work standards and expectations from me.	6.17		6.06
12) Leadership makes our firm's goals and accountabilities clear to me.	5.92		5.73
13) I feel comfortable asking for help if I do not have the skills required to meet a goal.	6.32		6.29
<b>Corporate Culture</b>			
14) I feel as a firm that we have an open and trusting environment where I am encouraged to voice my concerns.	5.73		5.85
15) I see positive relationships exist between employees and our leadership.	5.93		5.93
16) We have a culture that respects my work life balance.	5.36		5.97
17) I feel that we have a culture that values employees with diverse backgrounds and experiences.	5.82		6.03
18) From my experience, we have a culture that celebrates special events with our team.	5.74		6.03
19) I feel the firm's compensation practices are equitable and fair.	5.54		5.70
20) I feel that we have a culture that fosters and promotes respect.	6.03		6.02
<b>Personal Work Environment</b>			
21) I work with a talented and motivated team.	6.35		6.30
22) I have positive relationships with my coworkers.	6.50		6.40
23) I have the freedom to make the necessary decisions to do my work properly.	6.16		6.14
24) My workload is at a manageable level.	5.53		5.62

25) I receive recognition for doing good work.	5.51		5.64
26) I feel trusted by leadership to do my job well.	6.04		6.12
27) The firm provides adequate technology resources and infrastructure to do my job effectively.	6.25		6.12
<b>Organizational Structure</b>			
28) As a firm, I feel we delegate work to the appropriate level.	5.73		5.61
29) I know what is expected of me in my role.	6.15		6.06
30) I understand when I need to ask for approval and who needs to provide it.	6.18		6.07
31) I understand my personal career path options at our firm.	5.55		5.75
<b>Career Development</b>			
32) I feel our firm provides opportunities for meaningful professional advancement.	5.74		5.85
33) I believe promotions at our firm are based on performance, not tenure or other irrelevant factors.	5.51		5.54
34) I am committed to this firm as a long-term career opportunity.	5.89		6.11
35) I am encouraged to learn and develop new skills.	6.21		6.17
36) I have adequate training opportunities to improve my skills.	5.82		5.80
37) I routinely receive feedback regarding my performance.	5.56		5.40
38) My work keeps me intellectually stimulated.	5.97		5.99
39) I feel leadership effectively mentors and develops my talents.	5.59		5.53
<b>Corporate Leadership</b>			
40) From my experience, the firm's leadership operates in a manner consistent with the firm's core values.	5.91		5.88
41) From my experience, I feel leadership motivates everyone to perform at their highest level.	5.85		5.77
42) I feel that leadership values my ideas, suggestions, and concerns.	5.67		5.79
43) From my experience, leadership shows that diversity, equity and inclusion are important through their actions.	5.59		5.71
44) I feel that leadership significantly contributes to a positive work culture.	5.86		5.87
45) I trust leadership to make the right decisions.	5.86		5.96

## CATEGORY AVERAGES:

The aggregate response data on the identified question categories are presented below. Remember, values closer to 7 indicate that, on average, your employees strongly agree with the given statement. Values closer to 1 indicate they, on average, strongly disagree with the given statement. All responses are also compared with the average values for all 2025 AEC Employer of Choice award contestants (“Data Set Average”).

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Category	Your Firm Average		Data Set Average
Employee Morale	5.96	ORANGE	6.02
Transparency & Communication	5.91	GREEN	5.85
Corporate Culture	5.74	ORANGE	5.94
Personal Work Environment	6.05	GREEN	6.03
Organizational Structure	5.90	GREEN	5.87
Career Development	5.79	GREEN	5.79
Corporate Leadership	5.79	ORANGE	5.84