

Press release

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## HLB Certified as a Most Loved Workplace for a second year

**London** – HLB has become certified as a Most Loved Workplace® backed by the research and analysis of Best Practice Institute (BPI). Most Loved Workplace® validation provides the most comprehensive look at workplace sentiment for organisations today.

HLB has been accredited as a certified Most Loved Workplace® because of its commitment to putting its people first and promoting high quality corporate cultures. Over the years, HLB has focused on providing professional development opportunities, ensuring its workforce has access to training and growth pathways that align with their career aspirations. HLB has also championed diversity in all its areas of business to create more inclusive working environments where HLB people feel valued and fulfilled.

Marina Kooijmans, HLB Chief People Officer, said:

"At HLB, we prioritise learning, development, and internal mobility. Through targeted engagement and professional growth pathways, we foster a culture of continuous improvement. On top of this, our flexible work arrangements reflect our commitment to meeting evolving workforce expectations. We're not just investing in our people; we're investing in their future, ensuring they feel valued, challenged, and respected. Through internal mobility opportunities like secondments, we offer avenues for personal and professional enrichment, building the foundations for sustained success and growth for the future."

Most Loved Workplaces® certify companies where employees are the happiest and most satisfied at work. HLB became certified as a Most Loved Workplace based on its scores on the Love of Workplace Index™ which surveyed employees on various elements around employee satisfaction and sentiment including the level of respect, collaboration, support, and sense of belonging they feel inside the company.

"I started Most Loved Workplaces out of inspiration from my community of people who consciously place love for their employees at the centre of their business model," said Louis Carter, the founder, and CEO of BPI and a social/organisational psychologist, thought leader, entrepreneur, and author. Carter's book, "In Great Company: How to Spark Peak Performance by Creating an Emotionally Connected Workplace," identifies the specific areas needed to become a highly respected, reputable organisation where people love to work with each other – a Most Loved Workplace.

Backed by BPI, in its original research that created MLW criteria, Most Loved Workplaces surveyed more than 175 companies and more than 3,000 executives across the United States, the Middle East/Northern Africa, and Southeast Asia. They found that productivity



rises as employee sentiment increases, with 94 percent of responders saying they did three to four times more work for a company they loved and 95 percent saying they stayed at companies they loved three to four times longer. Most Loved Workplaces certification is the most valid method to determine employee experience and recognise a great workplace.

## NOTES TO EDITORS

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