



Media Kit





About GoodWell

A public benefit corporation headquartered in Boise, Idaho, GoodWell is an independent performance standard that strengthens employee satisfaction by certifying fair, equitable, and humane workplace practices. Our certified organizations range from small businesses to global nonprofits and large municipalities.

The GoodWell certification system is 100% metrics-based and provides actionable management insights, as well as a framework for benchmarking and improvement. These metrics are designed to work for any employer regardless of size, industry, geography or organizational structure. GoodWell turns workplaces into a powerful advantage for attracting and retaining employees.

For more information about becoming certified, visit GoodWellworld.com.

Some of our certified organizations include:





Fact Sheet

Company status: public benefit corporation

Location: Boise, Idaho

Website: GoodWellworld.com

Email: info@GoodWellworld.com

Service offering:

GoodWell offers a 100% metrics-based certification process that provides a framework for continuous improvement. This independent performance standard strengthens employee satisfaction by certifying fair, equitable, and humane workplace practices.

Mission: To create a world in which all businesses operate at a basic level of humanity.

Vision: By December 2020, 20 million businesses around the world will be GoodWell certified.

Certification process: Designed for any employer regardless of size, industry, geography or organizational structure.

- For profits
- Non-profits
- Governmental entities

Certified organizations range from small businesses to global nonprofits and large municipalities.

By the numbers:

11

metrics determine whether an organization is healthy and sustainable—these include employee satisfaction, excessive executive compensation, gender-based pay equity and more.

1,600

employees at City of Boise, our largest certified organization

2

employees at Flynn Design and Build, our smallest certified organization

0

underage workers employed among all certified organizations

2

countries with certified organizations



Pete Gombert

A lifelong technology entrepreneur, Pete Gombert founded GoodWell in December 2015. He learned the hard way that there is a better way to do business. With over 20 years of experience and after launching three successful ventures, Pete knows the importance of putting his employees first. Through GoodWell, he has the privilege of sharing this knowledge with others.

Pete's previous entrepreneurial ventures include businesses in the accounting, energy and marketing verticals. His approach to building businesses centers on creating high-performing, humane cultures focused on disrupting stagnant markets.

Most recently Pete founded and led a company called Balihoo from startup to the leading marketing automation provider in the local marketing space. Balihoo was acquired by a company called Engine in 2016. Pete currently serves as president of Engine Media. He is responsible for both the commercial and operational success of the network's global media offering.

Prior to Balihoo, Pete was the founder of Enerx, an enterprise software company focused on providing trading and risk-management solutions to the energy industry. Enerx was acquired by KW International in 2001 and the combined entity was subsequently acquired by Sunguard.

Pete is also currently a member of the Board of Directors of Global Shapers Boise, which is an arm of the World Economic Forum focused on developing future leaders. He attended Villanova University, where he received a BS in accounting.

Pete's business leadership has been featured by the world's top media including *The Economist*, *The New York Times*, *AdWeek* and others. In 2013, '14 and '16 Balihoo was named one of the top 50 places to work in the country by *Outside* magazine. He has also earned numerous accolades for his business and civic leadership.



Testimonials

"The 1% for the Planet mission is focused on building a global movement for a healthier planet, and we believe that how we do this work matters. Certifying with GoodWell gave us an objective way to understand and assess our organization's personnel practice and ecosystem. It was a simple process that yielded lots to celebrate and lots to learn—just like our broader work in the world."

Kate Williams, 1% for the Planet CEO

"Employees who thrive and love what they do are essential to fostering the kind of workplace culture that will help the City of Boise become the most livable city in the country. Moving ahead, we think GoodWell will help us gain better insight and give us stronger tools as an employer to take our culture to that next level."

Mayor David Bieter, City of Boise

"I believe this is the direction that businesses need to be heading. This will help to attract the type of quality clients we want."

Scott Flynn, Flynnner Design and Build



FAQs

What is GoodWell?

GoodWell is a 100% metrics-based certification process that independently demonstrates you're a fair, ethical, and humane employer. Certification helps your organization prove that people are your most important asset.

How does the certification process work?

To become certified, you must pass 11 key metrics about how you treat your employees. These metrics include employee satisfaction, excessive executive compensation, gender-based pay equity and more.

What is the benefit of becoming GoodWell certified?

GoodWell certification independently demonstrates that you're a fair, ethical, and humane employer. It aligns your actions with your intentions when it comes to how you treat your team. Certification also provides a framework for benchmarking and improvement, and will help you retain skilled employees.

What type of actionable management insights will certification provide?

GoodWell certification will help you with the following:

- Build a baseline for your business that will help you outperform your peers
- Measure and improve organizational performance
- Learn how to find and keep talented employees

What kinds of companies and organizations does GoodWell certify?

Our certification process works for any entity regardless of size, industry, geography or organizational structure. We work with for profits, non-profits and government organizations.

How did GoodWell get started?

Lifelong technology entrepreneur Pete Gombert founded GoodWell in December 2015. He learned the hard way that there is a better way to do business. With over 20 years of experience and after launching three successful ventures, Pete knows the importance of putting his employees first. He wants to share this knowledge with others. [Read Pete's whole story here.](#)

Does certification renew automatically every year?

Each year you must submit your annual report and deliver the required certification data to GoodWell. We review and let you know whether you have re-certified.

Does GoodWell offer certification outside of the United States?

Yes—GoodWell certifies companies all over the world. Our vision is to have 20 million businesses around the world GoodWell certified by 2020.

How can my organization become certified?

Go to GoodWellworld.com and start the process. Getting certified is easier than you think.



FAST COMPANY

By Ben Paynter

WOULD YOUR COMPANY PASS THIS STRINGENT GOOD WORKPLACE AUDIT?

The GoodWell ratings ranks companies based on things like gender wage gaps, wage parity between workers and CEO, and, perhaps most importantly, whether people actually like to work there.

Many companies claim to be good places to work. The reality to those inside the shop, however, might feel very different. In the process of churning out cool products or some memorable service, something (okay, sometimes it's many things) gets neglected. Maybe people are being paid differently to do the same job or dealing with ornery upper managers. Trace the supply chain of that company back far enough, especially if it's dependent on the developing world, and the problems could become more nefarious: child labor, inhumane working conditions, and unlivable wages. Some leaders probably know this. Others may be woefully apathetic.

To cut through the confusion, GoodWell, a Boise, Idaho-based company has created a new kind of auditing process for companies, nonprofits, and governments to measure their success: Rather than just being profitable and fiscally responsible, they can earn a certification as a fair, equitable, and humane place to work. "We're providing big companies with a methodology to say, 'Hey, these are really simple, easy ways to make sure that we're not doing really, really bad things,'" says chairman and founder Pete Gombert.

GoodWell does that through a scoring rubric designed to measure 11 key indicators of a healthy workplace. The categories include obvious affronts—there's no tolerance for underage workers—and extremely low thresholds for more complicated problems, like the percent of employees working part-time or earning below poverty-line wages. Other factors include whether there's reasonable wage parity between executives and average employees. (It's not exactly a humbling standard, with the cap for CEOs at less than 100 times the average worker's compensation.) And whether there are substantial pay gaps between men and women doing the same work, and between all people within the same position. (Again, not ideal: The math allows for up to a 10% disparity, plus extra adjustments for years of experience.)

Most inventively, GoodWell created a new metric for overall employee satisfaction based off the consumer satisfaction concept of "net promoter score" or how likely a buyer would be to recommend some product to others. The company's "eNPS" or "employee-based net promoter score" asks current employees how likely they would be to recommend their workplace to others on a scale of 1 to 10 and creates a metric about how good a place a given company is to work at. "Most companies do kind of an employee happiness survey or something along

those lines, but they don't really have a scientific approach to measuring how they are perceived by their employees," adds Gombert. "We provide a methodology to be able to do that, which is tremendously valuable for them."

The test is pass-fail on a per category basis: Employers must achieve a favorable result for each of the 11 metrics or revamp their practices and complete the entire audit again. While there are three levels of certification (blue, gold, and platinum), ascending that scale isn't about earning a higher score but rather auditing ever more of your supply chain, which for big companies may mean figuring new solutions to human rights issues they don't often talk about: Whether their product is made by child labor, and if workers in developing countries are being overworked and paid fairly.

The price of certification depends on scale. It's a flat fee of \$150 to get started, plus \$10 for each employee on payroll. To retain their ranking, each group must be re-audited annually. So far, about a half dozen groups, mostly in the Boise area have earned the basic certification, including the City of Boise. "From a somewhat selfish standpoint I think it's a recruiting tool for the city," says Nic Miller, the city's director of economic development, who notes that it's an easy way to telegraph the city's values. "If I hear the words 'millennial' and 'mission driven' a few more times I am going to lose it, but there's a growing contingent of people who say, 'I want to be part of something larger than myself and that has a service element to it.' [This] is a signal to people within the community that as an organization we feel the same way."

Russ Stoddard, who heads the branding and marketing agency Oliver Russeland is currently undergoing certification, also considers it a retention tool. While the certifications may still have some wiggle room within categories, at least a GoodWell-approved place is clear about exactly how wiggly things are allowed to be. "It's great for the people who work here to actually have a better understanding of how their jobs and workplace compare to other places," he says. If managers want to get more specific, they can share the results of their audit internally.

Over time, both Miller and Stoddard like the benchmarking aspects of the program. Scores are shared among members, so people can see how they're measuring up against others within their industry—and track how they're improving over time. (The giving network 1% For The Planet, which encourages companies to pledge that amount of their profits

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toward environmental causes and has generated more than \$150 million in funding, is also in the process of becoming certified.)

Gombert, a serial entrepreneur, has learned the importance of such audits firsthand. In 2004, he started Baliho, a marketing services and tech company that raised \$23 million in venture capital and expanded to 120 employees. During the recession, he adopted what he calls a “head down, figure out how to make it to tomorrow” approach to management. “Inherently I knew that I wanted to build a strong culture and a good culture,” he says. “But I never really aligned my actions with my intentions. I used my gut to do that.”

Around 2010, he decided to formalize that process for Baliho. (“Call it the midlife crisis or whatever you want, but I kind of needed to find some more purpose in my daily work,” he says.) When he couldn’t find a set of procedures to do that, he began inventing his own, and was surprised by the results. “I had hired every single person at that company and negotiated everybody’s salary. This is obviously not something that I was proud of and I’m not proud to admit. We had a gender bias that we were underpaying women,” he says. “We corrected it, but wouldn’t have known about it if I didn’t measure it.”

The idea to open up that process to others came in 2014, after Gombert transitioned from CEO to board chairman at Baliho. While taking some time off, he traveled the world with his family, stopping to do service projects in places of need. The group ended up building a school in Phnom Penh, Cambodia, which was suffering from the fallout of a globalized supply chain: Despite working full-time, many of the residents still lived in abject poverty. One of the main employers enabling that, he says, was a nearby factory that supplied goods for the U.S. military.

When he returned home, he decided to create a system where companies might be incentivized to replace unsavory or inhumane business practices in a way that adds value instead. As the certification becomes more widely adopted, not having one may be its own warning signal that some seemingly positive places are actually toxic work environments. Gombert started in Boise because he lives there. He

hopes to expand quickly—something the 1% For The Planet deal may help with—to the point that organizations everywhere feel pressure (or excitement) to become certified or else miss out on the best employees.

Eventually, GoodWell may move toward creating a seal for product packaging or group promotional materials to help customers and clients make more informed decisions about purchases and partnering deals. Either way, with enough public pressure perhaps bigger companies may move toward being audited, cleaning up workplace problems on a larger scale.

Perhaps the most surprising part is that the current standards make some allowances for wiggle room on troubling issues. There’s a small length-of-tenure adjustment that takes into account experience in each role for the fair pay measurements. The line for employees earning below the poverty level is less than 10%, not zero, and the annualized attrition rate is less than a quarter overall. “The idea is not to be perfect,” says Gombert, especially considering these broad standards will be applied across many industries and among different companies worldwide. “The idea is again to kind of align your intentionality with your actions such that you’re not wildly off.”

To quote a classic business mantra: “You can’t manage what you don’t measure,” he adds. Toss in a certification so everyone knows you’re doing it, and the result could be even more profitable.

Ben Paynter is a senior writer at Fast Company covering social impact, the future of philanthropy, and innovative food companies. His work has appeared in Wired, Bloomberg Businessweek, and the New York Times, among other places.



STREET FIGHT

★★ INSIDE THE BUSINESS OF HYPERLOCAL ★★

by April Nowick

STREET CULTURE: METRICS FOR A GLOBAL COMMUNITY

While some company founders sit down and write out their core values and identify what their company's culture should be before they even find the people who will help them, others just go with their gut.

For Pete Gombert, founder of local marketing company Balihoo, his gut feeling about culture has turned into a whole new company.

"When I started Balihoo in 2004, I was still very deeply ingrained in what I'll say is capitalistic mindset," Gombert says. "Everything we were doing, we were doing to create shareholder value. Fortunately, I think, I had a management philosophy and intuition that we hire good people and treat them right. It's just good for your business. It wasn't so much intentional as it was just a gut feeling; that this is the way I want to treat people."

More than a decade later, Balihoo's culture is still quite solid – there's emphasis on transparency and communication, employee fitness is a big deal, people can bring their well-behaved dogs to the office. It's about 37 people just doing their jobs and trying to treat each other well.

But that wasn't enough for Gombert, who made a promise to himself as a young man that he would be more than a "normal ho-hum man", and would do something to help others. (He apologizes for using the term "ho-hum".) Gombert took his gut feelings about culture and started quantifying them.

"It was as the great recession hit, in late 2007, 2008, 2009," he says. "We were going through that and it was the first really difficult period in my career. I had been through the normal challenges in business, but nothing where the whole world seemed to be falling apart. That's why I started reflecting on why I was doing what I was doing."

Less than two years ago, he founded GoodWell: a company that uses data to measure how companies, organizations, governments, and other entities are performing in 11 key metrics – measuring things like an employee Net Promoter Score (NPS), gender pay equality, and attrition rate. This spring, GoodWell began offering certifications to companies that can pass all 11 of the metrics. The city of Boise, Idaho, where both Balihoo and GoodWell are based, gained certification in March.

"There are three big benefits to getting certified," Gombert says. "There's benchmarking that provides actionable insights. There's best practices and a forum to discuss best practices, and there are metrics to align intentionality with actions."

Overall, GoodWell provides a methodology for measuring humanity in business – an objective view of employer practices. The entities that are

showing interest in certification are wildly diverse, Gombert says. About 50 have been certified so far, and a Fortune 50 company and a world nation are looking at gaining certification this year.

"The response has been really overwhelming since we opened up certification," Gombert says. "There's an organization that we were working with that was a non-profit where I know the founder. He's an amazing, wonderful individual whose heart I know is absolutely in the right place. He was one of the first to say, 'I want to get certified.'"

But the non-profit failed four of the 11 GoodWell metrics on its first test.

"He was devastated," Gombert says. "He said, 'I had no idea that we had these issues that exist in our business.' For him, it largely centered around pay and attrition. He's now in the process of implementing changes in his business to be able to get those metrics in alignment with our standard in order to pass. It wasn't that he didn't have the intention of being a really humane business, he just had no structure with which to measure it."

Gombert says that many business innovators don't know where their real source of value springs from.

"I now deeply believe it's from the people," Gombert says. "I realized that the inherent quality of your talent will impact your business, but I didn't realize what a true asset your people are."

In 2014 and 2015, Gombert got a firsthand look at the real world. An experience he and his family had in Phnom Pen, Cambodia, during a 10 month "lap" around the world, gave him a feeling he couldn't shake off. Gombert saw other people, who are connected to his company and to businesses around the world, who don't get transparency and communication in their work. No one cares about their personal health and fitness, and some of them were homeless, living with their dogs under a shack on a flood plain.

"Businesses rely on other businesses to achieve their goals," Gombert says. "Think about the impact of selling t-shirts. It's not just the people designing, marketing, and selling the shirts, and the finance department and the HR department. There's the cotton farmer picking the cotton. The factory where it was sewed, the shipping company that sends the shirt from China or Vietnam. That t-shirt touches hundreds and hundreds of lives."

With GoodWell, Gombert is in a way trying to amplify the culture at Balihoo, by bringing humanity into the workplace and forcing it all the

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way down the supply chain, to the more challenging areas of the world. GoodWell's formula for humanity in business is a way for companies to truly participate in the global community.

Balihoo's current CEO, Paul Price, says that one of the key pillars to culture, one that Gombert established early on, is that companies must participate in the local community.

"You can't just go to work, get your work done, and go home, and not recognize the fact that the community you're in is a big part of why you're successful," Price says. "Whether you're supporting local schools or programs, government or non-governmental organizations, they're all really contributing to your business. I believe it's imperative that businesses give back this way."

Balihoo has one company program that gives all employees several paid hours every month to contribute, whether that be at a community garden or a soup kitchen or a local fundraiser.

"We've been part of the local Ronald McDonald house for the last five or six years," Price says. "Every month, a group of employees goes and makes dinner for the folks staying at the Ronald McDonald house. We've also done fundraisers for community groups. One is a local group that supports families call Family Advocates. Another group we support is the Idaho Youth Ranch. I think it gives folks who work here more of a sense of belonging and a sense of giving back."

It's one thing for a company to have an employee suggestion box, Price says. It's another thing to actually listen, have an open door policy, understand, and respond.

"People need to have a voice," he says. "At some companies, if you dig in, there are people who were airing their grievances or trying to say, 'Hey, we have a problem,' but it was being blocked. It might have been because employees were causing issues and someone wanted to sweep concerns under the rug. Or maybe the concerns would have cost the

company money. We try to be transparent and have the open door policy. It's kind of a cliché, but really anybody can talk to anybody here. We're not perfect, obviously, but that's one thing we try really hard at, is transparency and communication."

By putting humane values first and putting revenue and company growth second, companies can create a much more sustainable business, Price says.

"If you don't set a standard for how to treat people at the outset, it's really hard to change that," he says.

Gombert believes that businesses should create cultures that bring purpose and humanity together with shareholder value.

"They're not at odds with one another," he says. "There a perception in business that is still very ubiquitous, that culture and purpose are nice to have, but the primary focus needs to be on the business model and the market and ultimately driving profit and shareholder value. And what I would say to that is that the world is changing. It's changing quickly, and any business leader that is ignoring the broader role of the corporation or the organization in the wider world, A. they have their head in the sand, and B. they're missing a massive, massive opportunity."

[April Nowicki is a contributor at Street Fight.](#)



Contact:
Max Stein
215-932-9882
max@GoodWellworld.com

FOR IMMEDIATE RELEASE

GoodWell Certifies 1% For The Planet for Humane Workplace Practices

BOISE, ID – GoodWell announced today that 1% for the Planet has successfully achieved GoodWell certification for fair, equitable, and humane workplace practices.

1% for the Planet is the first nonprofit, member organization to achieve GoodWell certification. 1% for the Planet is a global member network with thousands of businesses, nonprofits, and individuals who contribute 1% of their annual sales or income to environmental causes. Started in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies, 1% for the Planet members have contributed more than \$150 million to environmental nonprofits in 40 countries across the world.

"The 1% for the Planet mission is focused on building a global movement for a healthier planet, and we believe that how we do this work matters," said Kate Williams, 1% for the Planet CEO. "Certifying with GoodWell gave us an objective way to understand and assess our organization's personnel practice and ecosystem. It was a simple process that yielded lots to celebrate and lots to learn - just like our broader work in the world."

GoodWell founder Pete Gombert said he's seeing heightened interest in GoodWell certification from a broad group of entities comprising businesses, nonprofit organizations, and municipalities.

"Employers are looking for a valid way beyond lip service to demonstrate they are positive, empowering places to work," said Gombert. "GoodWell certification provides this in a quantifiable, transparent way and helps turn workplaces into a powerful advantage for attracting and retaining talented employees."

GoodWell's certification uses 11 metrics to determine if an organization is healthy and sustainable. The process gives leaders an objective view of their practices as an employer and demonstrates their organization's values to employees and the broader community.

About GoodWell

A public benefit corporation headquartered in Boise, Idaho, GoodWell is an independent performance standard that strengthens employee satisfaction by certifying fair, equitable, and humane workplace practices. GoodWell's certified organizations range from small businesses to global nonprofits and large municipalities. Its 100% metrics-based certification system provides actionable management insights and a framework for benchmarking and improvement. These human metrics are designed to work for any employer regardless of size, industry, geography, or organizational structure. For more information about becoming certified, visit GoodWellworld.com.



Contact:
Max Stein
215-932-9882
max@GoodWellworld.com

FOR IMMEDIATE RELEASE

GoodWell Featured in Fast Company; Certifies City of Boise with 1,600 Employees

BOISE, ID – GoodWell, a social enterprise recently featured in Fast Company magazine for its measurement of workplace health and sustainability, announced today that the City of Boise has successfully achieved GoodWell certification.

The City of Boise, with more than 1,600 employees, passed all eleven metrics of the GoodWell certification, becoming the largest organization to certify to date.

“Employees who thrive and love what they do are essential to fostering the kind of workplace culture that will help the City of Boise become the most livable city in the country,” said Mayor David Bieter. “Moving ahead, we think GoodWell will help us gain better insight and give us stronger tools as an employer to take our culture to that next level.”

GoodWell Founder Pete Gombert said the GoodWell certification is a transparent way for the City to prove its commitment to its employees.

“People want to work at organizations that are equitable, ethical, and humane,” said Gombert. “Proving this in a quantifiable way is a compelling advantage for attracting talented employees—and keeping them.”

Gombert said several municipalities in the U.S. and Canada have inquired about GoodWell certification and that significant inbound interest from businesses is resulting from the Fast Company article.

In his April 24 article for Fast Company, senior writer Ben Paynter wrote about GoodWell and its “new kind of auditing process for companies, nonprofits, and governments to measure their success. Rather than just being profitable and fiscally responsible, they can earn a certification as a fair, equitable, and humane place to work.”

“This is a hot topic right now,” said Gombert. “Most companies want to be known as a great place to work, but don’t necessarily have a practical framework to accurately measure their performance, which is where GoodWell comes in.”

GoodWell’s certification involves 11 metrics it believes are key to being a healthy and sustainable organization. The process gives leaders an objective view of their practices as an employer, as well as helping demonstrate their organization’s values to employees and the broader community.

- MORE -



During its startup this year in Boise, GoodWell has attracted a number of businesses to its certification ranging from a staff of two employees to more than 50. These companies include startups uLedger and Retrolux; advertising agencies Drake Cooper, Murie Design, and Oliver Russell; and Flynnner Homes, a designer and builder of residential homes.

"I'm proud to be GoodWell-certified because it demonstrates to our employees and our customers that we value people through actions, not just words," says Scott Flynn of Flynnner Homes.

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