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**Kathryn Dill** Forbes Staff*The workforce, the workplace, and the future of both.*

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The Top Companies For Culture And Values

[The Top 25 Companies For Culture And Values](#)

The term “corporate culture” once brought to mind strict dress codes and cut-throat coworker competition, but [company culture is rapidly emerging](#) as essential to building a brand, attracting customers, and winning the burgeoning war for talent.

Recognizing the growing role of company culture in attracting and retaining talent, company review and salary comparison site

[Glassdoor](#) compiled this list of the Top 25 Companies For Culture And Values.

According to Glassdoor Career Trends Analyst Scott Dobroski, “Company culture is among the top five factors people consider” when weighing a job offer. And while salary remains firmly installed in spot number one, the importance of company culture in attracting staff is growing.

“Company culture is something a lot of great companies are using to lure in great talent, and it’s working,” says Dobroski.

To be considered for this list, companies had to be headquartered in the U.S. and have received at least 100 culture and values employee ratings on Glassdoor over the past 12 months.

Employees who completed the survey were asked several questions, including, “How would you rate the culture and values at your company?”

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“Employees are speaking very favorably about working at company that’s supportive, motivational, very team-oriented, and just fun,” says Dobroski.

Employees also emphasized the value of coworkers that feel like a second family.

The companies that fared the best in this evaluation are those with a clear mission statement and stated values that are congruent internally and externally. Employees frequently take note of how the company deals with users, clients, and external constituents, as well as how they behave “within the walls” of the company.

“Believe it or not, not every company has a set of values. Most have a mission statement, but they don’t necessarily have a set of values that aligns with that.”

True to Dobroski’s analysis, Twitter takes the top spot on the list, with employees referencing the company’s emphasis on “open dialogue” and “10 core values” in their Glassdoor reviews. Dobroski cites the company value of fearless communication as an example of that internal/external resonance that employees favor.

In pictures: The Top 25 Companies For Culture And Values

“If you think of the Twitter platform, it’s all about transparent communication, letting your point of view be known. Inside the walls, we saw this theme of open communication, not being afraid to voice your opinion. It’s interesting that what’s valued on the platform is exactly how employees interact as well.”

While the list is studded with familiar tech names like Google, Riverbed, and Citrix, a broad array of companies are represented, including grocers Wegmans and H-E-B, retailers Nike and REI, Southwest Airlines, and the Walt Disney Company.

Chevron also makes the list, with employees speaking highly of the energy provider’s strict adherence to company principles.

“The oil and gas industry sometimes gets a bad reputation,” says Dobroski, due to safety issues and environmental interference. “At Chevron,

what oil and gas employees had to say was that unlike other companies in that industry, they really appreciate ‘the Chevron Way,’ practicing safety first, being supportive, and looking out for your team members always. That’s built into their culture, and it’s specific for that industry.”

The appeal of a positive company culture is so strong it’s become a kind of de facto compensation, according to Dobroski. Companies that once used hefty salary packages to attract the best and brightest no longer have the same resources as they may have pre-recession, so non-cash benefits like flexibility and clear company values have become a way to attract candidates.

“The message here is that company culture matters more than it did years ago,” says Dobroski. “All the data is telling us that people want to go where they have a great company culture where they feel valued, where they can work knowing team members have their back.”

To view the full list of The Top 25 Companies For Culture And Values, click here.

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