

Micom Earns 2025 Great Place To Work® Certification After Culture-Led Transformation

Friday 15 August, 2025

Coventry, UK — Micom is proud to be officially Certified™ by **Great Place To Work®** in 2025, recognising the company's ongoing investment in building a culture rooted in trust, listening, and meaningful action. This year, **97% of Micom employees said it's a great place to work**, a 7-point rise from 2024 and significantly higher than the UK average.

But for Micom, this milestone is about more than a number. It reflects the work done across the business to act on employee feedback, evolve leadership behaviours, and shape a stronger workplace for the future.

"This recognition means a lot to us because it came from the people who shape our business daily," said Andy Barber, CEO at Micom. "What makes me proud isn't just the score, it's the journey. Our team spoke up, and we moved fast to make things better. That's the culture we want to protect and grow."

The journey began with one of Micom's own. As part of her leadership degree, **Kasia**, the company's Operations Manager, researched how internal communication and feedback could be improved. Her findings prompted the leadership team to launch its first Great Place To Work survey in 2024, a move that quickly turned insight into action.

Over the past 12 months, Micom has rolled out a wide range of people-first initiatives, including:

- A new **salary sacrifice scheme** with 28+ employee benefits
- More meaningful moments through **Tea Tuesdays**, **Diversity Days**, and refreshed **Townhalls**
- A new **Giving Committee**, supporting local and global causes including **Baby Godiva**, **Coventry Haven**, and a school in Zanzibar

These changes contributed to significant year-on-year improvements in the employee experience, including:

- +34 points: "We have special and unique benefits"
- +19 points: "My work has special meaning"
- +14 points: "Management trusts people to do a good job"

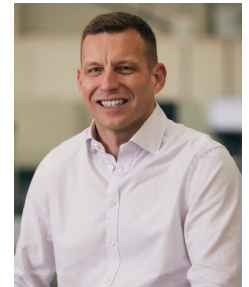
Micom's certification is part of a broader company shift, from traditional print to a digital-first, hybrid communication platform. Maintaining a strong and human culture remains a priority as the business grows.

"Growth means nothing if your culture doesn't keep up," added Barber. "This isn't the finish line. It's proof that when we listen deeply and act boldly, we can build a workplace that truly works for everyone."

Read Andy's full reflection on the journey to GPTW certification here:

<https://www.micom.com/blog/great-place-to-work-journey-micom>

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Scan Me:



Company Contact:

—

Micom Technologies Limited

T. 03330905394

E. press@micom.com

W. <https://www.micom.com>

Additional Contact(s):

Ryan Hodson - Head of Marketing

ryanh@micom.com

[View Online](#)

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