

CORPORATE HAPPINESS MONITOR



MEASURE WHAT MATTERS!

THIS IS WHAT THE WORLD LOOKS LIKE RIGHT NOW:

80% of employees are disengaged

44% of employees experience low autonomy

37% of employees believe their work holds no social importance

1,3 million people experiences burn-out symptoms

2,8 billion absenteeism costs related to workstress for employers

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WE CAN DO BETTER!



THE KEY: CORPORATE HAPPINESS



NOW



FUTURE



CORPORATE HAPPINESS BENEFITS

66% less absenteeism

51% less turnover

17% higher productivity

23% higher revenues

33% higher profits

50% more applicants

22% more satisfied customer

10% more innovation

13% higher engagement



BUT...

- People (mostly) work from HOME now, which makes it hard to keep tabs on how they're doing
- Happiness is not a ONE-SIZE-FITS-ALL concept: different things make different people happy
- You don't want a soft, UNPRODUCTIVE, long, costly culture project

THAT'S WHY YOU...

START MEASURING CORPORATE HAPPINESS!

- IDENTIFY which aspects are important to your teams for their happiness
- integrate it into your organisation's DASHBOARD
- link it to desired RESULTS



3 WAYS TO MEASURE CORPORATE HAPPINESS

1. Mood

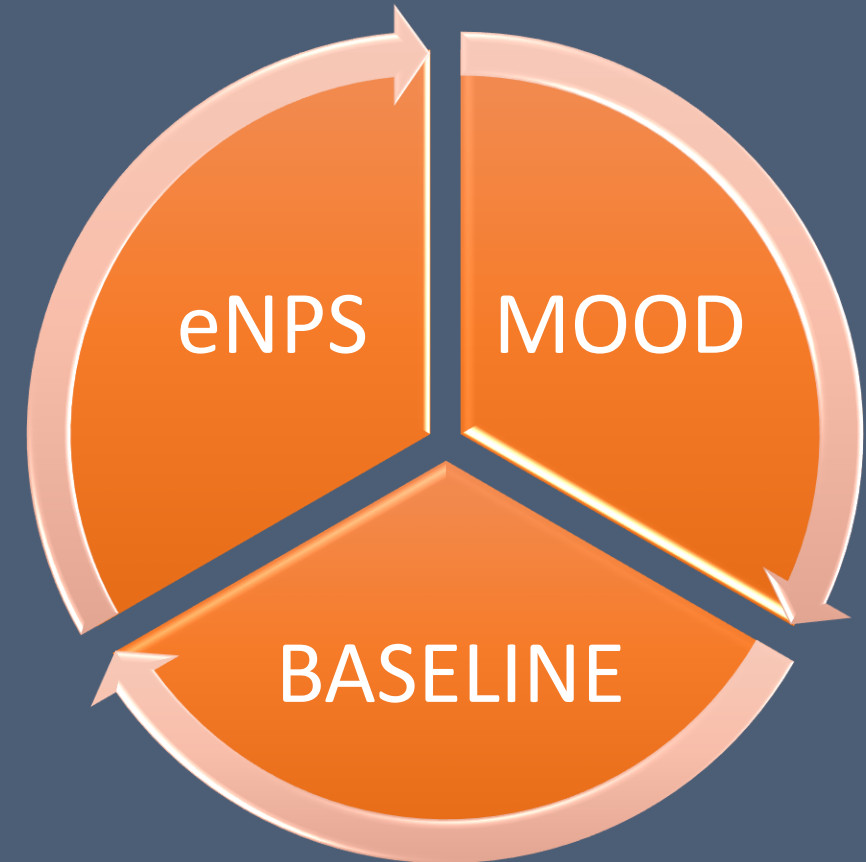
- Goal: determine how employees feel
- Frequency: 30 sec survey once a week or biweekly

2. Employee Net Promotor Score (eNPS)

- Goal: determine to what extend employees promote your organization
- Frequency: once or twice a year a 30 sec survey

3. Baseline

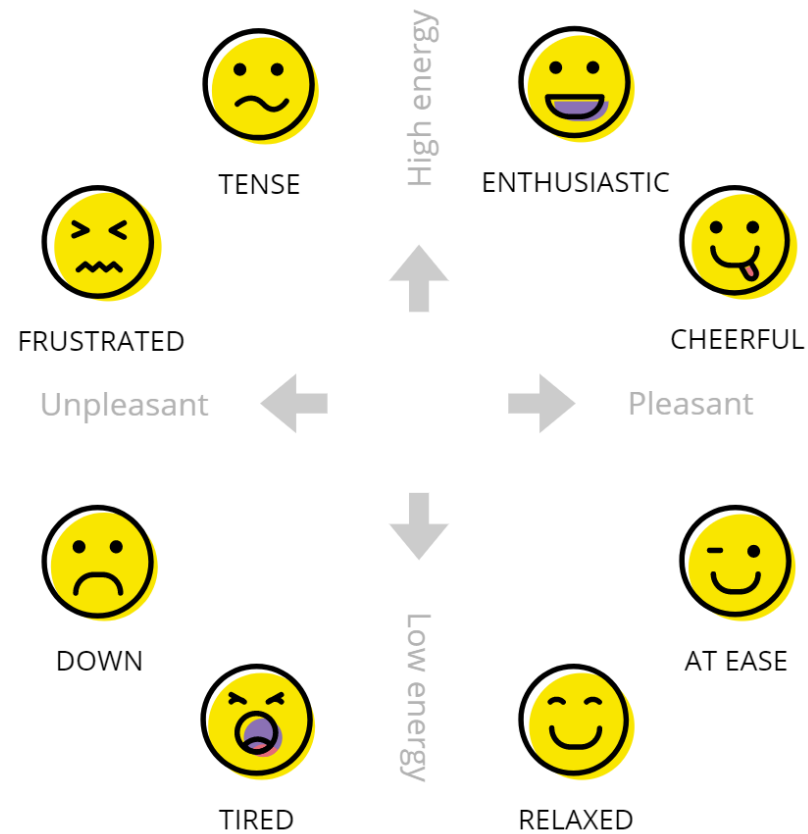
- Goal: deep dive into key elements & driving forces of happiness for your teams
- Frequency: once a year a 15 min survey (optionally followed by an indepth analyses of identified areas of attention)



Remark:

Research (Seligman e.a. 2010) shows a combination of measurements is most effective

CORPORATE HAPPINESS MONITOR – MOOD



Feedback Mood



Answered: 306 x ⓘ

Excitement ⓘ

36 %
of Employees

Satisfaction ⓘ

38 %
of Employees
[MORE INFO](#)

Dissatisfaction ⓘ

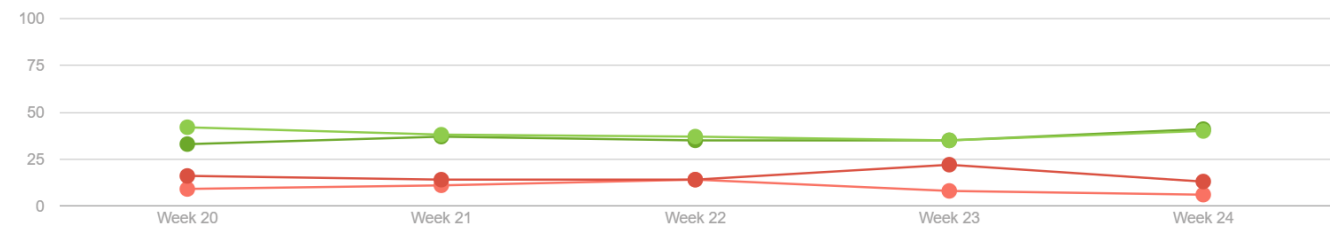
10 %
of Employees

Stress ⓘ

16 %
of Employees

Trend Mood

☒ EXCITEMENT ☒ SATISFACTION ☐ DISSATISFACTION ☐ STRESS



[More about this data](#)

CORPORATE HAPPINESS MONITOR – eNPS

How likely are you to recommend demo company as a good place to work to others?

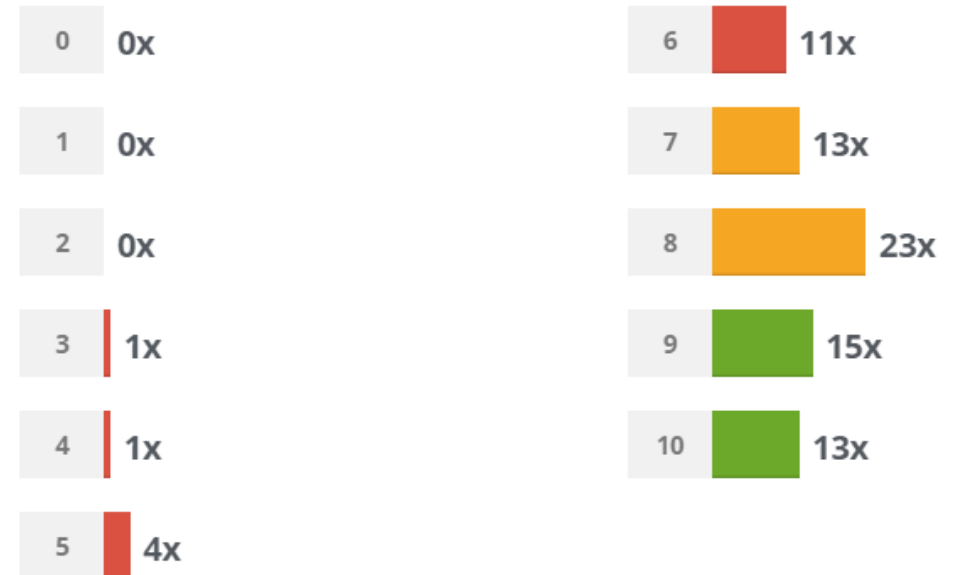


A bit of awareness and care may do wonders!



Distribution

Nr of times answered 81

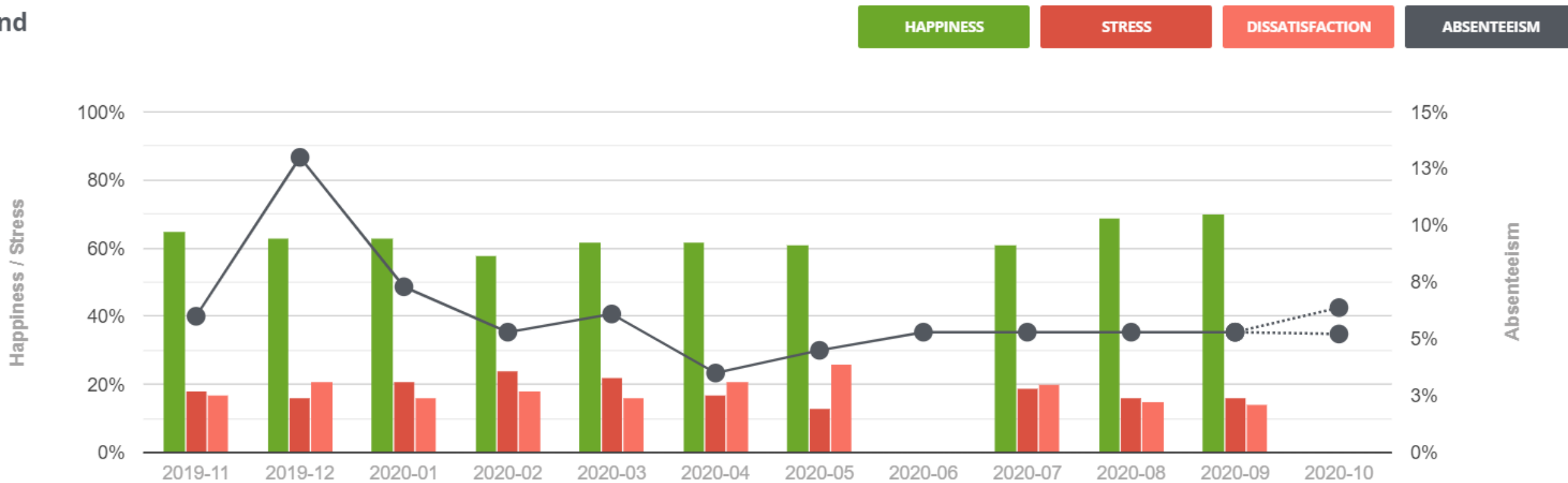


CORPORATE HAPPINESS MONITOR – BASELINE


<div> <div>IMMEDIATE ACTION ⓘ</div> <div>CONSIDER ACTION ⓘ</div> <div>NO IMMEDIATE ACTION ⓘ</div> </div>									
		Organization	Finance & Servi...	Maintain Facility	Productie	Research & De...	Sales & Market...	Site services	Supply Chain
Response %	>	62%	--	64%	51%	84%	64%	79%	44%
Mood	>	😊	--	😊	😊	😊	😊	😊	😊
eNPS	>	14	--	-42	-15	60	29	42	67
Organization	▼	-0.3	--	-0.3	-0.7	0	-0.1	0.3	-0.2
Internal communication		-1.2	--	-1	-2.7	0	-0.6	-0.1	-1
Vision and values		0	--	-0.2	0	0	-0.4	0.2	0
Strategy and goal alignment		0.3	--	0	0.2	0	0.2	0.5	0.3
Reputation and brand		0.2	--	-0.2	0	0	0.2	0.8	0
People	▼	-0.2	--	0.1	-0.2	0	-1.3	-0.3	-0.2
Leadership		-0.7	--	-0.4	-0.2	0	-4	-0.9	0
Relationship with direct man		0	--	0.4	0.1	0	-1.5	0.2	0
Relationship with colleagues		0	--	0.2	-0.1	0	0.5	0.1	0
Social values		-0.4	--	0.2	-0.4	0	0	-0.5	-1
Job	>	-0.4	--	-1	-1.1	-0.1	-0.6	0.1	0.1
Wellbeing	▼	-0.6	--	-0.8	-0.8	-0.4	-0.2	-0.3	-0.4
Workplace conditions		-0.7	--	-0.8	-0.9	-0.3	0	-0.7	-0.5
Vitality		-0.5	--	-0.8	-0.9	-0.4	0	-0.2	-0.5
Work-life balance		-0.7	--	-1	-0.8	-0.6	-0.7	-0.2	0


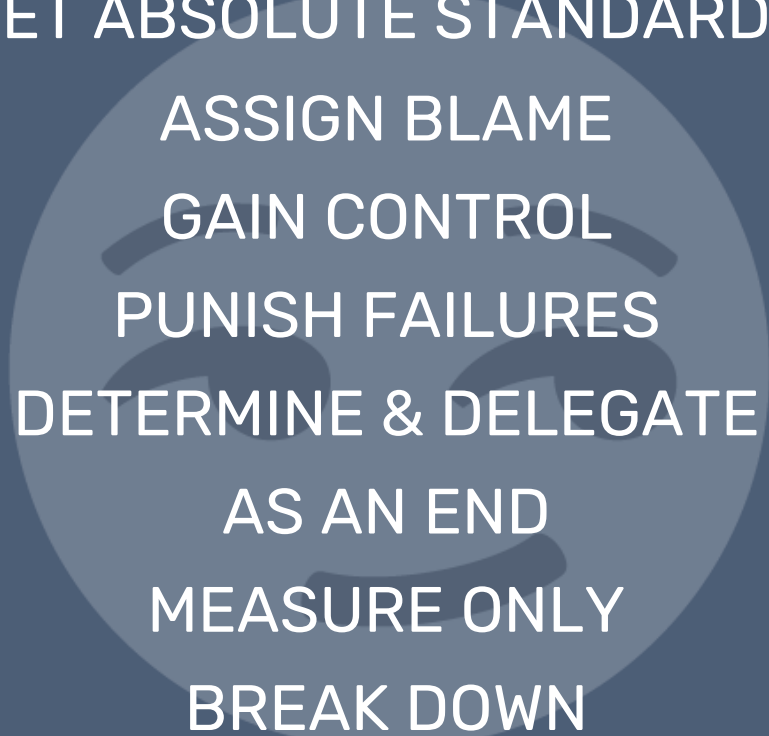
LINK CORPORATE HAPPINESS TO DESIRED RESULTS

Trend

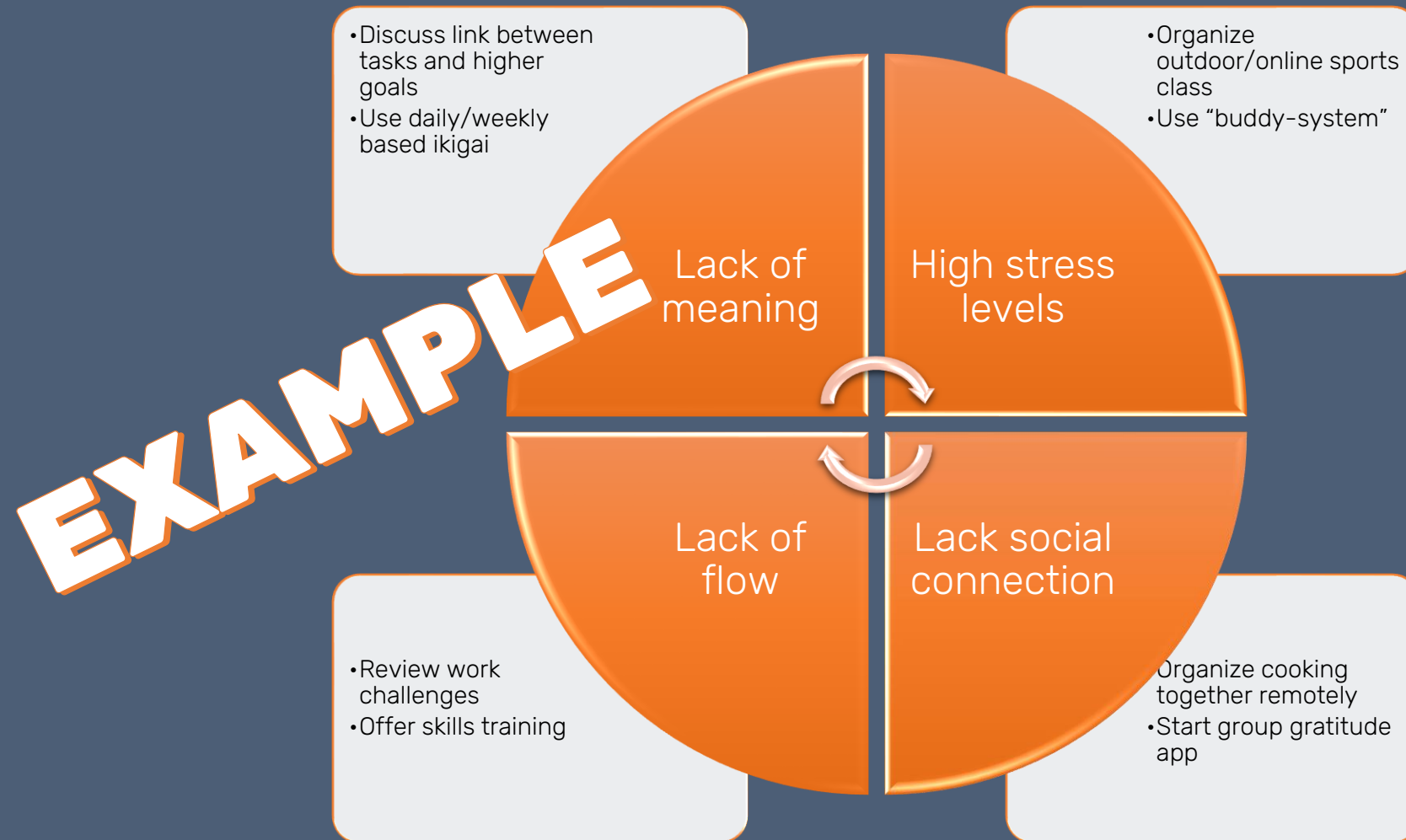


CORPORATE HAPPINESS MONITOR



HOW TO USE	HOW NOT TO USE
 <p>MONITOR PROGRESS IMPROVE TOGETHER GAIN INSIGHT CELEBRATE SUCCESSES INSPIRE & FACILITATE AS A MEANS MEASURE & FOLLOW-UP BUILD</p>	 <p>SET ABSOLUTE STANDARDS ASSIGN BLAME GAIN CONTROL PUNISH FAILURES DETERMINE & DELEGATE AS AN END MEASURE ONLY BREAK DOWN</p>

DON'T JUST MEASURE...FOLLOW-UP!



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Be Unique, Be Bold, Be Inspiring...and Follow the Joy

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