

THE HAPPINESS INDEX

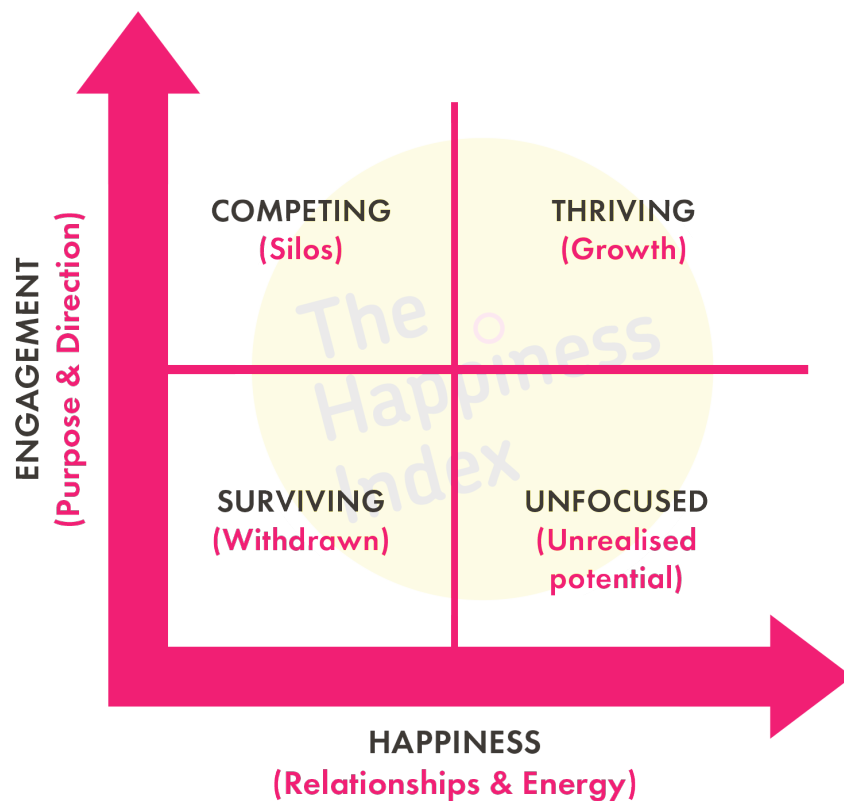
Cultural Assessment
Methodology



**FREEDOM
TO BE
HUMAN**

For organisations to maximise employee experience and performance, their people need to be both Happy and Engaged.

Happiness speaks to our hearts. Engagement speaks to our brains. By understanding how their people are thinking and feeling the business will thrive. Engagement gives us direction and happiness creates energy. Imagine a car... engagement is the Sat Nav and happiness is the fuel. It's one thing knowing where you want to go, it's another to have the energy to take you there!



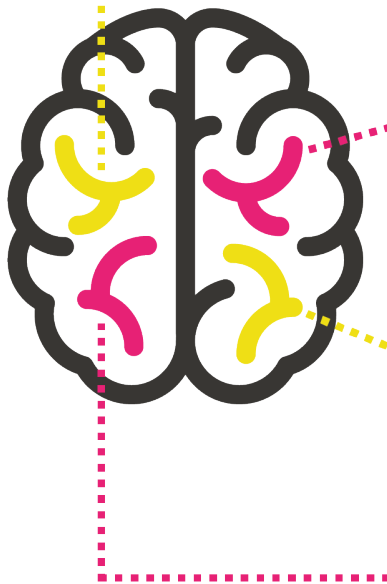
We visualise our Cultural Assessment with a 4-box model. Organisations with high levels of engagement but low happiness tend to create a siloed, competing-culture. Organisations with high levels of happiness but low levels of engagement tend to have lots of positive intent but they lack direction.

With the right balance of engagement and happiness organisations create a thriving culture. This means they experience growth in a number of ways;

1. The organisation's performance against their objectives.
2. The growth of their people.
3. The growth in their collective culture.

We used the principles of Neuroscience to develop our Cultural Assessment.

Every question is underpinned by Neuroscience. Happiness talks to our heart and helps us understand the Instinctive and Emotional nature of people. Engagement speaks to our brains and focuses on our Reflective and Rational thoughts. Here's a little more about the 4 areas of the brain:



INSTINCTIVE: Our genetically programmed responses to our environment. Here we are primarily concerned with **Safety**, e.g. "Do I feel safe and can I survive?" Once this is established we start to look at **Freedom**, e.g. "Now I'm safe, can I thrive?" "Do I have an opportunity and the freedom to explore?"

EMOTIONAL: Our immediate response to other people and our environment. Here we look at our **Relationships** with others as these relationships provide us with energy and **Acknowledgement** because as humans, acknowledgement connects us to people and our environment.

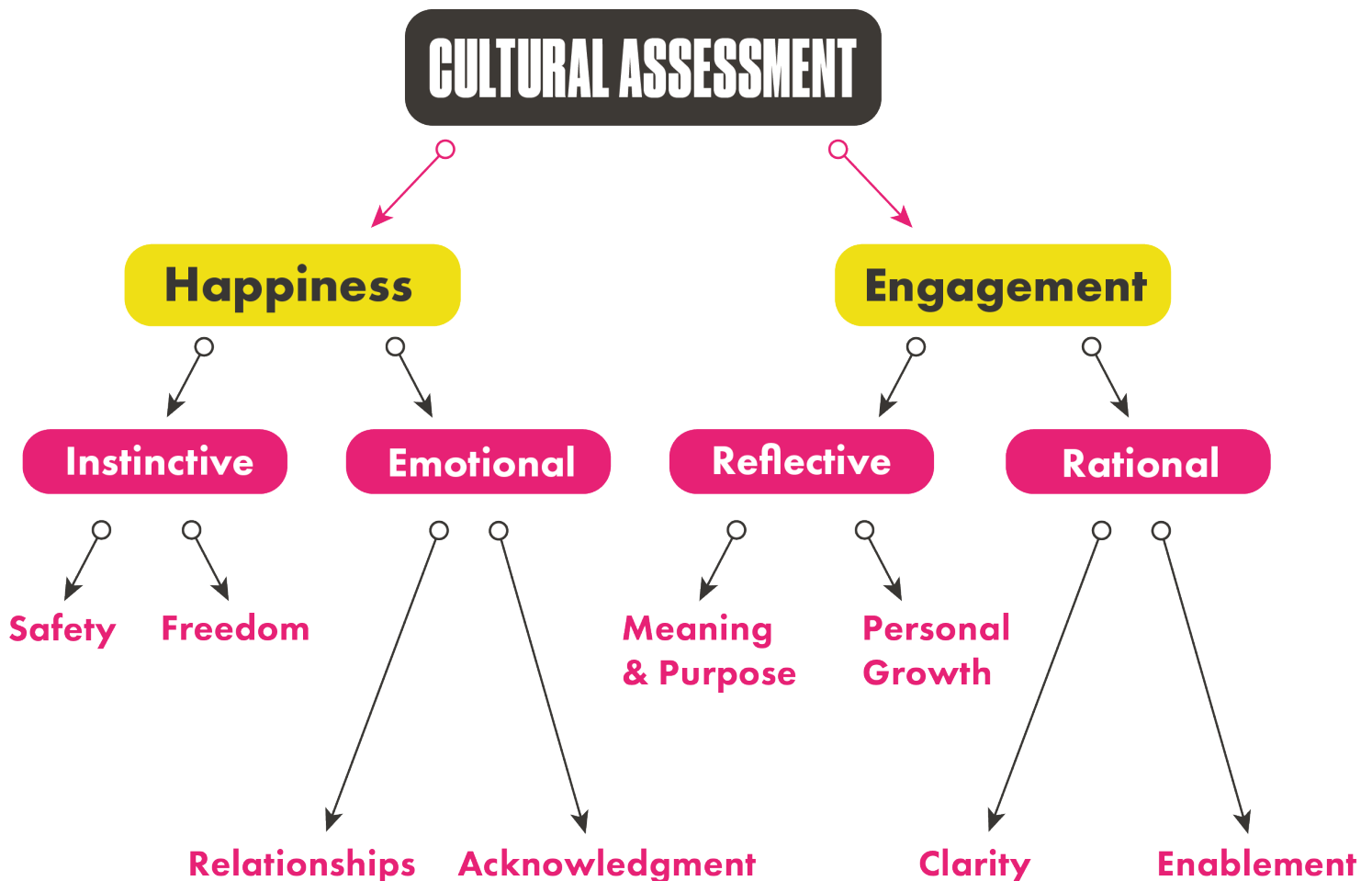
REFLECTIVE: Our ability to mentally or emotionally "step back" to consider our Instinctive, Emotional and Reflective responses. We focus on **Meaning & Purpose** as this provides a connection; it's why we attach to something. Our **Personal Growth** focuses on the expansion of our brain, our experiences and our sense of progress.

RATIONAL: Our thought process which operates at a slower speed, allowing us to consider options. Here we consider **Clarity**, e.g. "What do I need to do, and when by?" We also consider **Enablement**, e.g. putting individuals, teams in a position to succeed. "What resources/support do they need?"

We felt it would be helpful to visualise the model to demonstrate how we integrate neuroscience into our Cultural Assessment

There are two key themes in our model, Happiness and Engagement. We'll now dig into how these themes are linked to Neuroscience:

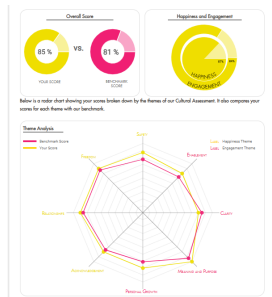
- **Happiness:** Our Happiness theme relates to the Instinctive and Emotional parts of our brain. The Instinctive area of the brain deals with factors like Safety and Freedom. The Emotional area of the brain focuses on the factors of Relationships and Acknowledgment.
- **Engagement:** The Engagement theme links to the Reflective and Rational parts of the brain. Our Reflective brain looks at factors such as Meaning and Purpose and Personal Growth. The Rational part of our brains deals with Clarity and Enablement.



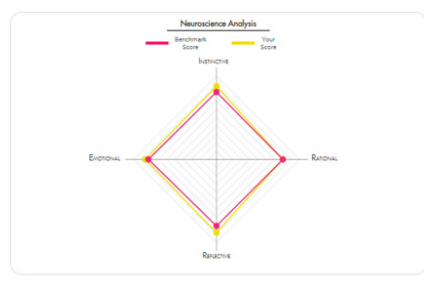
Individual Report

Each individual will receive their own Cultural Assessment report which empowers them to take ownership of their Happiness and Engagement.

Exec Summary



Neuroscience Breakdown



Highs & Lows

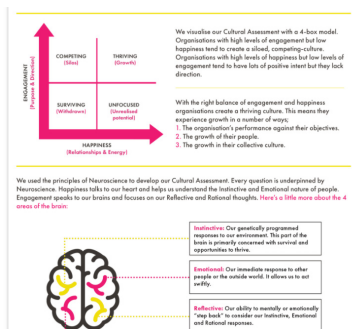
Highest Scoring Questions	Your Score	Benchmark Score
How inspired are you by your organisation?	10.0	9.2
How able are you to manage your workload?	10.0	7.2
How satisfied are you with the level of freedom you have in your role?	10.0	8.7
How much do you enjoy working with your team?	10.0	8.9
How committed are you to helping the organisation succeed?	10.0	9.4
How satisfied are you with the balance between your work and home life?	9.0	7.4
Average	9.8	8.5

Lowest Scoring Questions	Your Score	Benchmark Score
To what extent do you have access to the resources you need to support you in your role?	6.0	7.3
How satisfied are you with the amount of learning opportunities on offer?	7.0	6.8
How well does your organisation keep you informed?	7.0	8.4
How clear are you on the responsibilities of your role?	8.0	8.0
How free do you feel to be your true self at work?	8.0	8.7
How positive are your relationships at work?	8.0	8.2
Average	7.3	7.9

Organisational Report

The Organisational report provides a high level overview of the Cultural Assessment results with insights such as:

Model Overview



Highs & Lows

Highest Scoring	Org. Score	Benchmark Score	Lowest Scoring	Org. Score	Benchmark Score
Engagement	7.1	7.1	Training	4.7	6.7
Physical environment	6.9	6.9	Challenge in role	5.0	5.0
Work and home life balance	6.9	6.9	Committed to helping organisation	5.2	5.2
Valued as an individual	6.9	6.9	Opportunities to progress	5.3	5.3
Precision in role	6.8	6.8	Inspiration	5.3	5.3
Positive relationships	6.7	6.7	Requirements of your job	5.4	5.4
Opinions listened to	6.6	6.6	Keep informed	5.7	5.7
Your true self at work	6.5	6.5	Free	5.8	5.8
Getting on with people	6.4	6.4	Home workload	5.9	5.9
Thanked for doing a good job	6.1	6.1	Link between role and organisation success	5.9	5.9

Individual Breakdown

Safety at work	Org. Score	Std Dev	Benchmark Score
How satisfied are you with the physical environment you work in?	6.9	2.3	6.9
How satisfied are you with the balance between your work and home life?	6.9	2.1	6.9
Average	6.6		6.6

Freedom of work	Org. Score	Std Dev	Benchmark Score
How much do you feel valued as an individual?	6.8	2.0	6.8
How free do you feel to be your true self at work?	6.5	2.3	6.5
Average	6.6		6.6

Acknowledgement of work	Org. Score	Std Dev	Benchmark Score
How much do you feel valued as an individual?	6.9	2.3	6.9
How much do you feel your opinion is valued?	6.6	2.6	6.6
Average	6.7		6.7

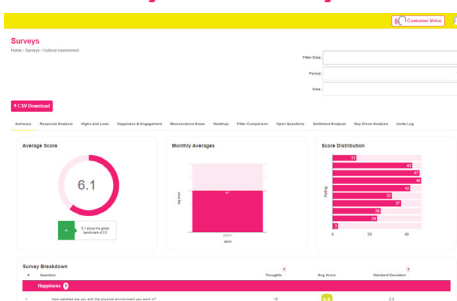
Relationships at work	Org. Score	Std Dev	Benchmark Score
How much do you enjoy working with your team?	7.1	2.2	7.1
How positive are your relationships at work?	6.7	2.3	6.7
How well do you get on with people at work?	6.6	2.3	6.6
Average	6.7		6.7

Personal Growth at work	Org. Score	Std Dev	Benchmark Score
How satisfied are you with the opportunity to progress your career here?	5.3	2.4	5.3
How satisfied are you with the amount of challenge in your role?	5.0	2.3	5.0
How satisfied are you with the amount of learning opportunities on offer?	4.7	2.6	4.7
Average	5.0		5.0

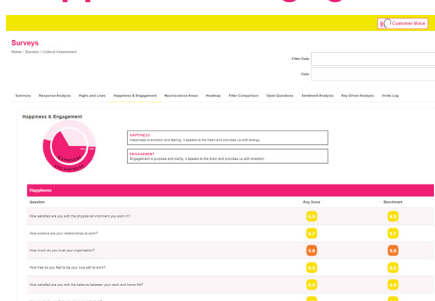
Online Dashboard

You'll have access to a real time dashboard providing insights such as:

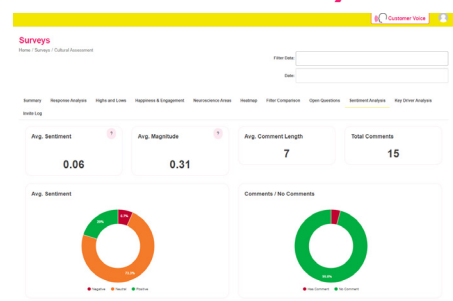
Survey Summary



Happiness & Engagement



Sentiment Analysis



In case you had any questions, we thought it would be helpful to explain the scoring and how we created the Cultural Assessment.

Questions

Our experience of running employee feedback programmes and our extensive knowledge of neuroscience helped us design the questions. All questions have been validated to ensure they create reliable results.

Scoring

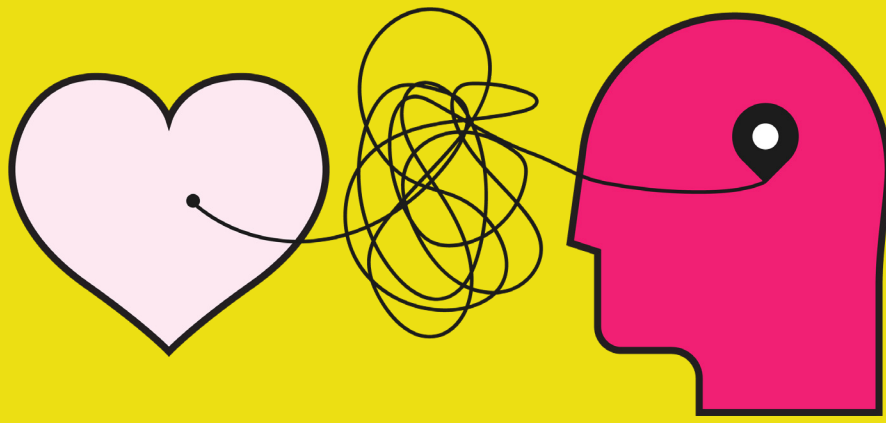
The Cultural Assessment scores questions on a scale of 1-10, where 1 represents the lowest score, and 10 represents the highest. All questions are weighted equally. All aggregated results are calculated using the mean average of the related question.

Benchmark

We generate the benchmarks from anonymised participant data.

Model & Research

The Cultural Assessment and insights platform was designed by business leaders, neuroscientists, data analysts and product developers. With our years of experience and extensive research, the Cultural Assessment generates maximum insight using the least amount of questions required. This helps with user engagement and score validity.



HAPPINESS & HUMANS COMMUNITY

Click the links below to join our community and help create more happiness. Our goal is to reach 100k members. We'd love YOU to be part of that!

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