3D Index of Purpose
(Results Report)

Measure to Improve

Introduction

Measure to Improve is a movement that aims to develop a standardized, global and collaborative index for **measuring the Experience of Purpose** in organizations.

Sponsors

Support in implementation

Facilitators of Innovation

Rigorous research

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Measurement of the experience of purpose

The measurement is made through the **3D Index**, which is made up of three dimensions:

Code	Questions
Q1. Coherence of **Managers**	**Management's behavior** is consistent with the purpose/mission of the company
Q2. **Personal** Identification	My company's purpose/mission is aligned with my **personal values**
Q3. Coherence of **Colleagues**	**My colleagues' behavior** is consistent with the company's purpose/mission

Response scale: Strongly Agree / Agree / Neither Agree nor Disagree / Disagree / Strongly Disagree

Source: El índice 3D del Propósito. Harvard Deusto Business Review.

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RESULTS

Key Indicators

3D Index of Purpose	Description	Value	Bench.
Net 3D index of Purpose	**% of people who feel connected to the purpose and recognise coherence in managers and peers** ("Strongly agree" and/or "Agree" in the three questions)	**57%**	59%
Gross 3D index of Purpose	**Total value of the Experience of Purpose calculated with the average value of the three questions in base 10.**	**7,3**	7,5

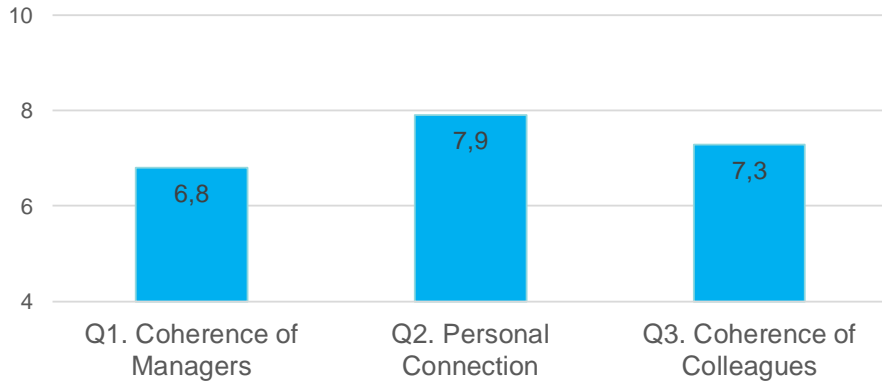The benchmark is performed with companies similar in type of purpose, sector and size.

Purpose Experience Map

Profiles	Description	% employees	% Bench.
Full experience	**They feel connected with purpose and recognize coherence in managers and peers.**	**57%**	59%
Partial experience	**They feel connected with purpose identified but do not recognize coherence of managers and/or peers.**	**27%**	27%
Partial Indifference	**They do not feel connected with purpose but they do recognize coherence of managers and/or peers.**	**6%**	7%
Full Indifference	**They do not feel connected with purpose and do not recognize coherence in managers and peers.**	**5%**	3%
Partial disconnection	**They feel misaligned with purpose but recognize coherence in managers and/or peers.**	**1%**	3%
Full disconnection	**They feel misaligned with purpose and do not recognize coherence in managers and peers.**	**3%**	2%

Enlargement of the Net 3D Index. Elaborated by an algorithm that combines the answers of Q2 with the answers of Q1 and Q3.
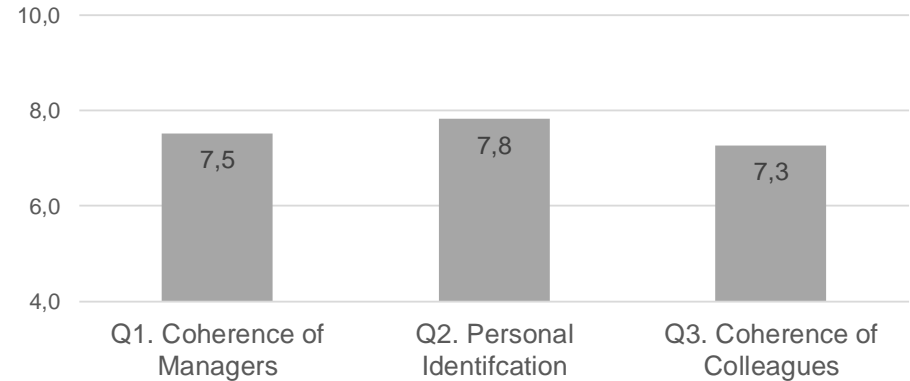
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Results by question

Aggregated results by question

	Q1. Coherence of Managers	Q2. Personal Connection	Q3. Coherence of Colleagues
Value	6,8	7,9	7,3

3D Index (gross): 7,3

Benchmark (*)

	Q1. Coherence of Managers	Q2. Personal Identifcation	Q3. Coherence of Colleagues
Value	7,5	7,8	7,3

3D Index (gross): 7,5

Breakdown of the gross 3D index by question in base 10.

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IMPROVEMENT GUIDELINES

Suggestions

Q1. How to Improve the **Coherence of Managers:**

- Enhance the leadership of the purpose in the directors and managers.
- Improve the alignment between strategy and purpose.
- Ensure consistency between purpose and management systems (performance appraisal, objectives,,…).

Q2. How to Improve the **Personal Connection:**

- Strengthen the communication of purpose.
- Develop the connection between personal purpose and corporate purpose.
- Ensure alignment between purpose and recruitment.

Q3. How to Improve the **Coherence of Colleagues:**

- Develop the leadership of the purpose in employees.
- Promote purpose in the deployment of the strategy in daily activities (meetings, conversations, rituals…)
- Strengthen the consistency between the purpose and the management systems in employees (performance appraisal, objectives,,…).

For any questions or suggestions, you can contact us at the following e-mail address:

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www.measuretoimprove.org

Your commitment contributes to creating a society with a greater **sense of purpose**.