

# 3D Index of Purpose

(Report of Results)

# 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

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Facilitators of Innovation

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Rigorous research



# Measurement of the experience of purpose



# 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 <b>Managers</b>	<b>Management's behavior</b> is consistent with the purpose/mission of the company
Q2. <b>Personal</b> Identification	My company's purpose/mission is aligned with my <b>personal values</b>
Q3. Coherence of <b>Colleagues</b>	<b>My colleagues' behavior</b> 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.

# RESULTS

**Organization:**

**Date: XX/XX/XXXX**

**Number of Responses:**

# 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

Key indicators to include in the company's dashboard

The benchmark is carried out with 10 companies similar in terms of geographic zone, size, and sector.

# Purpose Experience Map

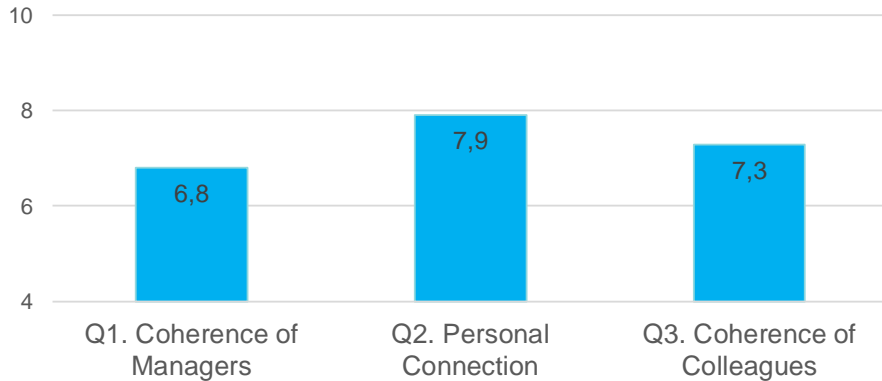
Profiles	Description	% employees	% Bench.
Full experience	They feel connected with purpose and recognize coherence in managers and peers.	57%	59%
Partial experience	They feel connected with purpose identified but do not recognize coherence of managers and/or peers.	27%	27%
Partial Indifference	They do 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.



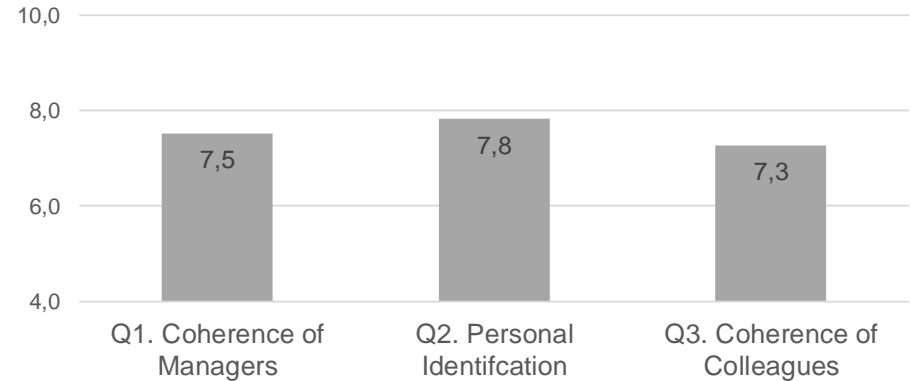
# Results by question

## Aggregated results by question



**3D Index (gross): 7,3**

## Benchmark (\*)



**3D Index (gross): 7,5**

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

# IMPROVEMENT GUIDELINES

# Suggestions

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

- Enhance the leadership of the purpose in the directors and managers ([+info](#))
- Improve the alignment between strategy and purpose ([+info](#))
- Ensure consistency between purpose and management systems: organization, objectives, evaluation ([+info](#))

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

- Strengthen the communication and key messages of corporate purpose ([+info](#))
- Promote reflection and the development of personal purpose at work ([+info](#))
- Strengthen the connection between personal purpose and the company's purpose ([+info](#))

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

- Reinforce the communication of the purpose to foster internalization at all levels of the organization ([+info](#))
- Enhance purpose-driven leadership at the grassroots of the organization ([+info](#))
- Strengthen the consistency between the purpose and management systems at the grassroots of the organization ([+info](#))

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

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[www.measuretoimprove.org](http://www.measuretoimprove.org)

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