

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



Measurement of the experience of purpose

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

Dimensions	Questions
Q1.Managers	Management's behavior is consistent with the purpose/mission of the company
Q2.Personal	My company's purpose/mission is aligned with my personal values
Q3.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.

RESULTS

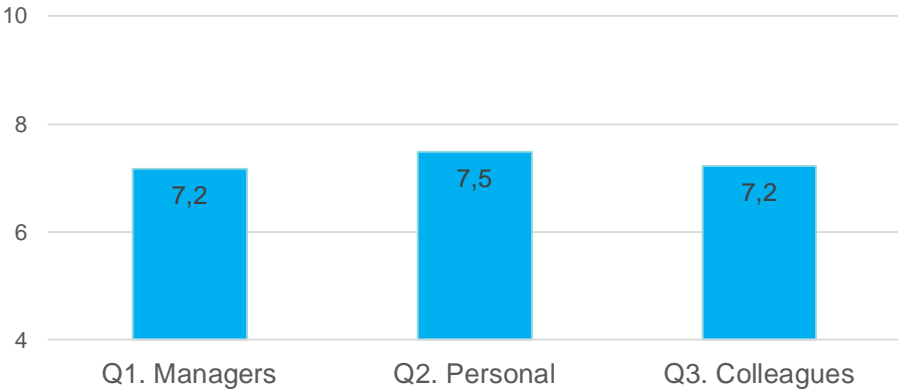
Key Indicators

Index	Description	Value
Purpose 3D (gross)	Intensity of the experience of purpose (average of the three dimensions in base 10)	7,3
Purpose 3D (net)	% of Full Experience of the Purpose ("Strongly agree" and/or "Agree" in the three dimensions)	49%

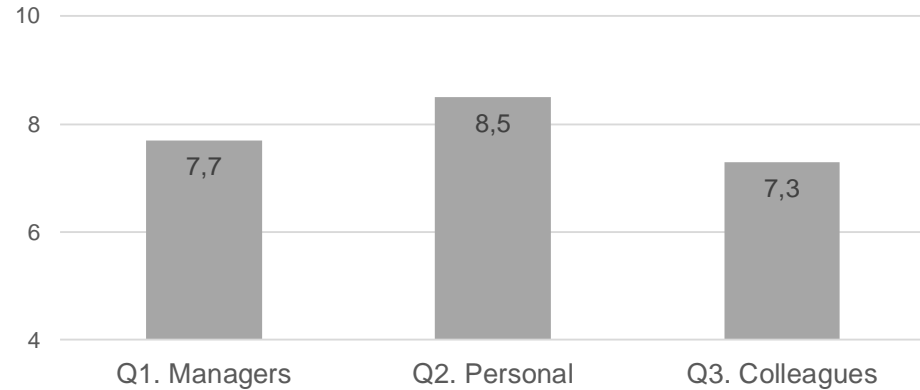
(*) Key indicators to be introduced in your scorecard

Aggregated results by dimension & Benchmark

Aggregated results by dimension



Benchmark (*)



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

Results by experience profiles

Purpose Experience Map		
Profiles	Description	% employees
Full experience	They feel personally identified and recognize coherence in managers and peers.	49%
Partial experience	They feel personally identified but do not recognize the coherence of managers and/or peers.	24%
Partial Indifference	They do not feel personally identified but they do recognize the coherence of managers and/or peers.	12%
Full Indifference	They do not feel personally identified and do not recognize the coherence in managers and/or peers.	7%
Partial disconnection	They feel misaligned with the purpose but recognize the coherence in managers and/or peers.	3%
Full disconnection	They feel misaligned with the purpose and do not recognize the coherence in managers or peers.	5%

Elaborated by an algorithm that combines the answers of Q2 with the answers of Q1 and Q3.

IMPROVEMENT GUIDELINES

Improvement suggestions (by dimension)

Q1. Management:

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

Q2. Personal:

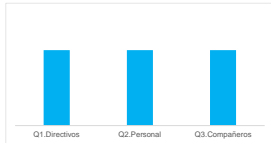
- Improve clarity and consistency in communicating purpose.
- Ensure alignment between recruitment and development processes with purpose
- Develop the connection between personal purpose and corporate purpose.

Q3. Colleagues:

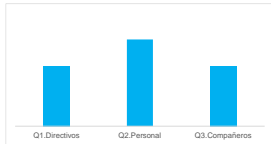
- Improve the integration of purpose into the culture (rituals, habits,...).
- Enhance the development of behaviors associated to purpose.
- Encourage service orientation to stakeholders at all levels of the organization.

(*) Source: <https://direccionpormisiones.uic.es/medicion-del-proposito/>

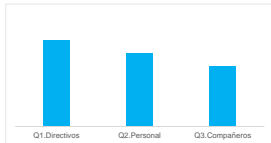
Improvement suggestions (by purpose typology)



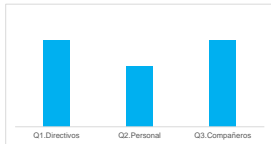
BALANCED: work on the three dimensions simultaneously, identifying priority actions for each dimension.



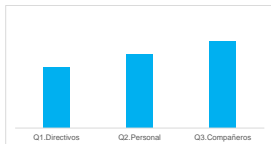
ARROW SHAPE: working on the dimensions of managers and peers, with special emphasis on that of managers.



DESCENDING: work simultaneously on the personal and peer dimensions, with special emphasis on the peer dimension.



“U” SHAPE: focus efforts on the personal dimension, studying in depth the causes of their low level of identification with the purpose.



ASCENDING: focusing efforts on the managers' dimension by studying in depth the causes of the low perception of their coherence.

Improvement suggestions (by profile)

Profiles	Suggestions
Full experience	Disseminate their commitment to the rest of the organization
Partial experience	Work on the coherence of managers and colleagues
Partial Indifference	Work on the personal dimension
Full Indifference	Work on the three dimensions with a special focus on managers and staff
Partial disconnection	Studying in depth the causes of low personal connection
Full disconnection	Study in depth the causes of the low total connection

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

support@measuretoimprove.org



www.measuretoimprove.org

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