3D Purpose Index

(Results' report)

MEASURE TO IMPROVE

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With the collaboration of:

uic barcelona
Chair in Management by Missions and Corporate Purpose

CORPORATE EXCELLENCE
CENTRE FOR REPUTATION LEADERSHIP

DPMC Foundation

What is Measure to Improve?

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

Promoters

Rigorous research

Facilitators of Innovation

Support in Implementation

SUPPORTERS

Non-profit organizations such as foundations, associations, professional associations, NGOs, chambers of commerce, academic chairs, research centers, and other movements. Institutional members support the objectives of the movement and help promote its dissemination from their various areas of influence.

IMPROVERS

They are drivers and agents of change who help large, medium, and small companies measure their purpose through the 3D Index, interpret the results, and design improvement plans to enhance the experience of purpose.

Global Impact

The movement Measure to Improve has reached more than:

125	**15**	**13**	**+285k**
Companies	Countries	Sectors	Employees

Continuous improvement of the purpose experience

MEASURE

We assess the experience of purpose through the 3D Index. We offer benchmarking, best practices, and recommendations for continuous improvement.

We give employees a voice

IMPROVE

Drivers and agents of change accompany you in interpreting the results and in designing initiatives that foster improvement within your organization.

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15 years of research

38 Questions

Source: Marimon, F., Mas-Machuca, M., & Rey, C. (2016). Assessing the internalization of the mission. *Industrial Management & Data Systems*, *116*(1), 170-187.

18 Questions

3 Questions

(3D Index)

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

Source: Rey, C., Alloza, A., & Márquez, (2023). 3D INDEX of Purpose. *Harvard Deusto Business Review*, (335), 8-14.

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Measurement of the purpose experience

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

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

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

How to measure?

OPTION 1:
USE OUR PLATFORM

We send you a survey link with the three
questions of The 3D Index of Purpose
and you distribute it to your employees.

OPTION 2:
DO IT YOURSELF

We send you an implementation guide and
you introduce the three questions of The 3D
Index of Purpose in your climate survey.

What does it require from the companies?

The survey results are made available anonymously for the use of the Chair and for research purposes.

Participation does not entail any cost for the companies; the assessment is conducted free of charge thanks to the support of the collaborating institutions

RESULTS

Entity:
Date: XX/XX/XXXX
Response Number:

Key Indicators

Indicator	Description	Value	Bench.
3D index (Net)	**% 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%**
3D index (Gross)	**Total value of the Experience of Purpose calculated with the average value of the three questions in base of 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.
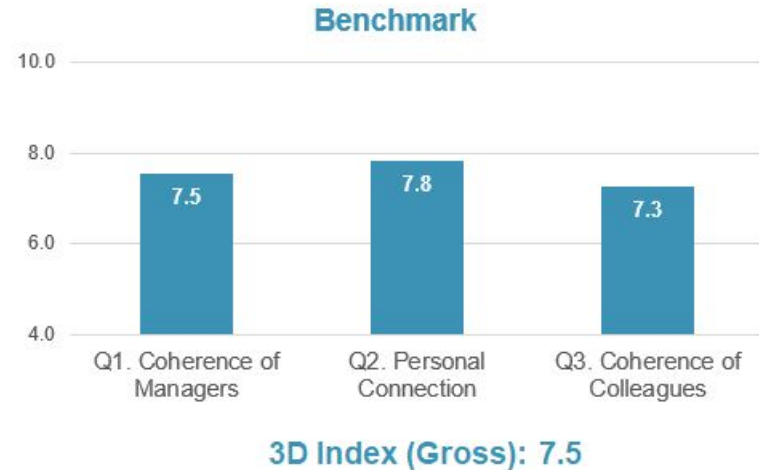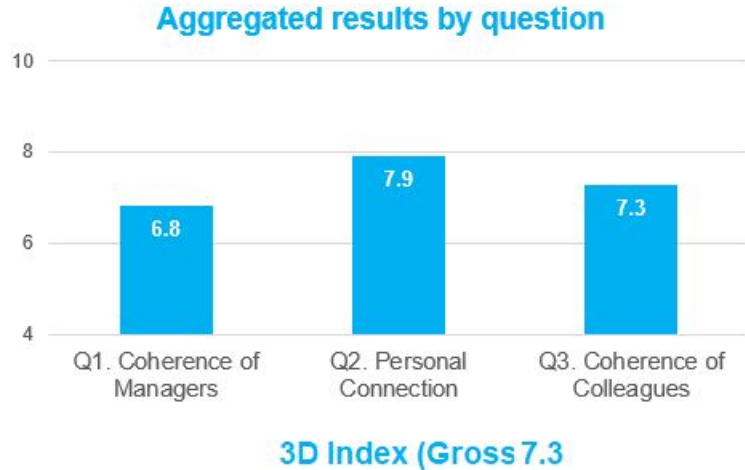
Net Index Breakdown

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.

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

Breakdown of the Gross 3D Index

Aggregated results by question

6.8	7.9	7.3
Q1. Coherence of Managers	Q2. Personal Connection	Q3. Coherence of Colleagues

3D Index (Gross 7.3

Benchmark

7.5	7.8	7.3
Q1. Coherence of Managers	Q2. Personal Connection	Q3. Coherence of Colleagues

3D Index (Gross): 7.5

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

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

ANNEXES

Annex 1. How are results of the gross index calculated?

For each dimension, a value is obtained by assigning the following scores to the responses :

- Strongly disagree 0,0

- Disagree 2,5

- Neither agree or disagree 5,0

- Agree 7,5

- Strongly agree 10

Annex 2. How is the breakdown of the net index carried out?

The algorithm depicts the following logics:

Category	Q2.Personal	Q1.Managers / Q3.Colleagues
Full experience	Strongly agree / Agree	Strongly agree / Agree (*)
Partial experience	Strongly agree / Agree	Neither agree or disagree / Disagree/ Strongly disagree (**)
Partial Indifference	Neither agree nor disagree	Strongly agree / Agree (**)
Full Indifference	Neither agree nor disagree	Neither agree or disagree / Disagree/ Strongly disagree (*)
Partial disconnection	Disagree / Strongly disagree	Strongly agree / Agree (**)
Full disconnection	Disagree / Strongly disagree	Neither agree or disagree / Disagree/ Strongly disagree (*)

(*) managers and colleagues   (**) managers and/or colleagues

Contact: support@measuretoimprove.org

www.measuretoimprove.org

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