

Measure to Improve

(purpose measurement
implementation guide)

**Measuring
Purpose to
Improve the
World**



UIC
barcelona
Chair in Management
by Missions and
Corporate Purpose

Sponsors



Support in implementation



Facilitators of Innovation

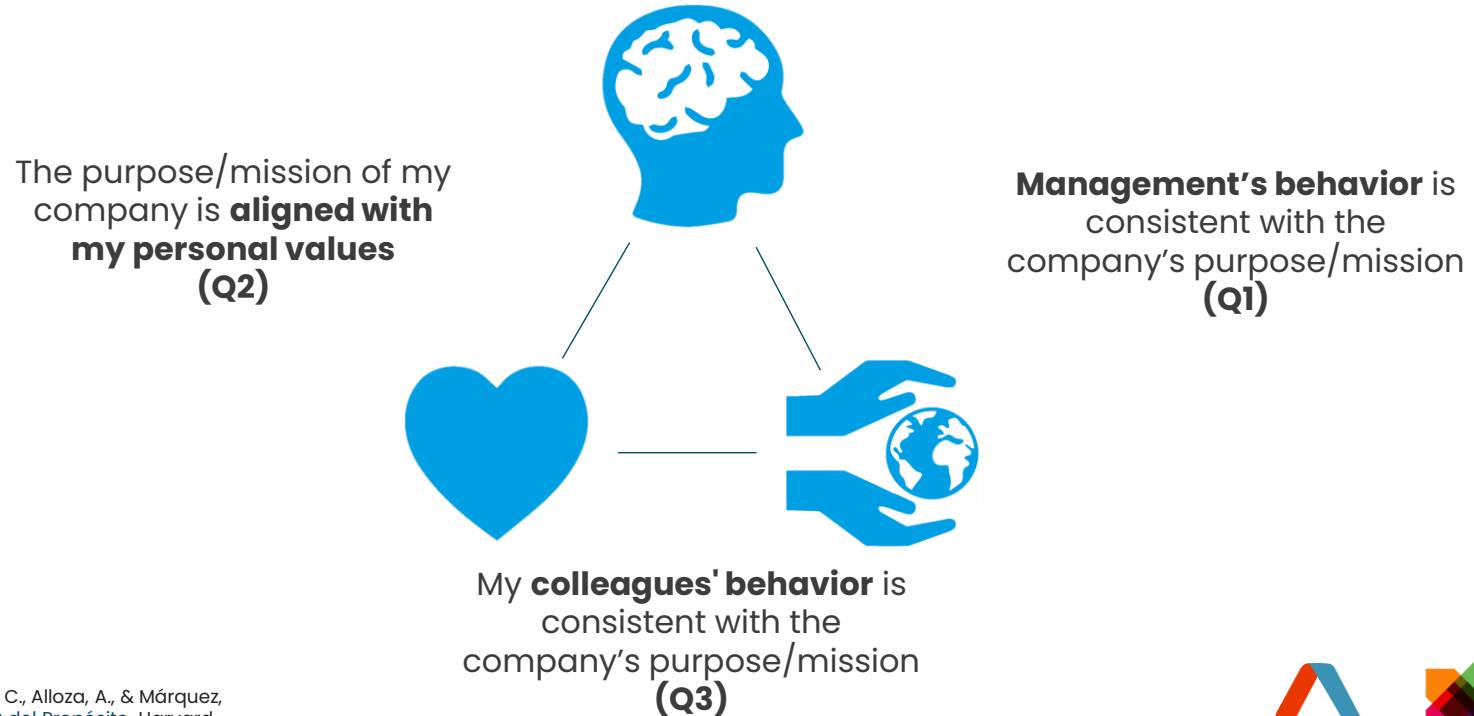


Rigorous research



How is the measurement done?

The measurement is made through the 3D index consisting of three questions:



Source: Fuente: Rey, C., Alloza, A., & Márquez, (2023). [El índice 3D del Propósito](#). Harvard Deusto Business Review, (335), 8-14.

What changes can be made in the questions?

Two changes can be made:

- The terms "purpose/mission" can be replaced with any of the following: "purpose"; "purpose and mission"; "mission"; "mission and values"; "mission and vision"; "mission, vision and values"; "purpose and values".
- The term "company" may be replaced by the name or trademark of the company.

Code	Question
Q1. Manager	Management's behavior is consistent with the DPMC's purpose/mission
Q2. Personal	The purpose/mission of DPMC is aligned with my personal values
Q3. Colleagues	My colleagues' behavior is consistent with DPMC's purpose/mission

Example

How to implement the survey (I)

The three questions can be entered into an existing survey ("climate" or similar) or an ad-hoc survey can be conducted using a platform (e.g. Google forms).

- **HEADER:**

"Indicate your degree of agreement or disagreement on the following statements:"

- **ANSWER OPTIONS: Likert scale 5**

Strongly disagree - Disagree - Neither agree or disagree - Agree - Strongly agree

- **PLACEMENT OF THE QUESTIONS:**

The three questions must go together in the established order (Q1. Managers, Q2. Personal, Q3. Colleagues). When incorporating them into an existing survey, it is preferable that they are at the beginning of the questionnaire, and it must be checked that the questions from the existing questionnaire do not overlap with those from the 3DI or vice versa.

How is the survey implemented (II)?

In the case of an ad-hoc survey, the questionnaire can be introduced with a brief explanation. An example is attached for guidance.

Dear,

At [company name] we have a strong commitment to our purpose and values. This aspiration, which may seem abstract, needs to be measured if we want to know where we are and how we can improve. Most organizations lack rigorous and relevant information on the internal experience of purpose. What is not measured is difficult to manage, which leads to the purpose not being fully experienced, or at least not to its full potential.

That is why we are going to ask you to take the time to answer three questions about your perception of the experience of purpose in our company. It won't take you more than five minutes, but the information we will get from the answers will be of great value for our improvement process and ambitious vision.

For the measurement to be accurate and the improvement actions to be effective, it is very important that you answer all the questions with the utmost honesty. Throughout the process, your answers will be completely **anonymous and confidential**. The results will always be collected at a global level and in no case will the identity of the respondents be revealed or possible to identify.

Thank you very much for your collaboration,

How to segment the sample?

Each company may segment the sample according to its needs.
The following can be taken as a reference:

- **HIERARCHICAL LEVEL** (e.g. manager / no manager)
- **AGE** (e.g. 1949–1968 Baby Boomer / 1969–1980 Gen X / 1981–1993 Millennials / 1994–2010 Gen Z)
- **SENIORITY** (e.g. Less than 1 year / 1 and 3 years / 3 and 10 years / More than 10 years)
- **COUNTRY/BUSINESS UNIT/AREA**

To ensure anonymity of responses, cross segmentations should ensure a minimum of 5 valid respondents.

How to collect data?

Once the measurement has been taken, an email should be sent to support@measuretoimprove.org

Through a protocol, data should be collected in **an anonymous and verified manner**

Example

Company Code	Date	Q1. Manager	Q2. Personal	Q3. Colleagues
143	14-feb-24	Totally agree	Agree	Totally Disagree
143	14-feb-24	Disagree	Totally Agree	Agree
143	14-feb-24
143	14-feb-24

How to interpret results?

Following data collection, a report will be sent to guide the interpretation of the results.

Periodically, benchmarking comparison reports by size/sector, best practices, and learnings will also be sent.



If you have any questions or suggestions, please
contact us support@measuretoimprove.org



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

www.measuretoimprove.org