

# CULTURAL ASSESSMENT

The Happiness Index

Drive Engagement & Happiness  
Through Neuroscience



“The Happiness Index has helped us cement our culture of care. We’ve forged a stronger emotional connection with each other which has resonated throughout the organisation, and driven our colleagues to go above and beyond”

Rachel Armstrong | Learning & Development Business Partner | One Manchester



DID YOU KNOW

80%

of employees value happiness over engagement  
(Forbes)

47%

higher chance of stress in a poor corporate culture  
(Behavioral Science & Policy Association)

+ 202%

performance in companies with engaged employees  
(Gallup)

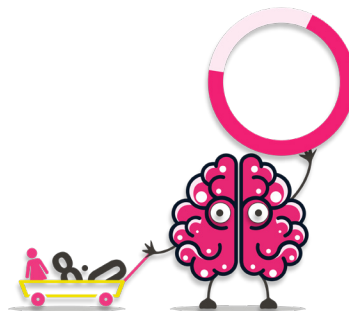
## THE CHALLENGE

- Traditionally employers have overlooked employee happiness and focused exclusively on engagement.
- Engagement models fail to reflect the workplace reality because they ignore emotions and lack a scientific approach.

## OUR SOLUTION

- Questions designed by our neuroscience experts to generate maximum insight.
- Every question is underpinned by a neuroscience theme.
- Measure, understand & power the key engagement & happiness drivers that will impact on your cultural health.

We enable you to...



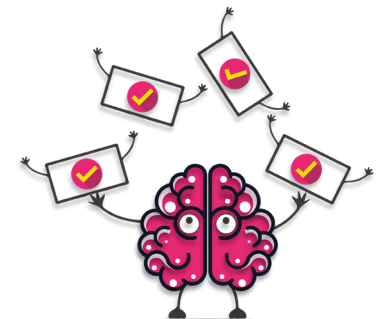
### COLLECT FEEDBACK

- Our 22-question set helps you collect quantitative and qualitative data.
- Underpinned by our neuroscience model.
- Focus on key happiness & engagement drivers.



### ANALYSE RESULTS

- Insightful online dashboard.
- Score average, trends and distribution.
- Sentiment analysis.
- Filter comparison.
- Heatmaps.



### DRIVE ACTION

- Intelligence and custom reports with personalised insights.
- Respond to employee feedback anonymously.
- Access our Knowledge Hub for action planning resources.