

The Leader's Guide to Kickstart a Culture of Happiness and Top-performance

How to start a pilot in 3 steps!

2DAYS MOOD
How do you feel at work today? 



WHY SHOULD YOU READ THIS WHITEPAPER?

As a business owner, senior leader or HR manager of an innovative company you probably have a dream...

A dream about your company being a top-performance paradise with positive and energetic employees (at least 90% of the time!). Where people are intrinsically motivated, have a healthy work-life balance, work together effectively and use their talents to make an impact in your company and the world. And your own KPIs are thriving as well! Employee turnover and absenteeism are at their lowest while productivity and profits are peaking.

So you may wonder... can this dream become reality?

If we should believe decades worth of research and best practices, it can! And the solution can be found in employee engagement and happiness. That is why several world-famous employers (Fortune 100 Best Companies To Work For) choose to invest financially in the fact that 1 highly engaged employee equals 3 "average" people. They nurture their organizational culture and the happiness of their talents, and earn it back in productivity and top-performance.

Follow your dream, start experimenting!

So what will it cost to make this dream happen? Good news, you do not need huge budgets or to exhaust all your resources. You just have to make a little bit of time, follow a smart approach, and set up a pilot! At 2DAYSMOOD we have helped companies such as DHL, Eastman manufacturing and Tempo-Team (Randstad) with successful pilots and roll-out strategies, using a data-driven and people-oriented engagement method.

IN THIS WHITEPAPER WE HELP YOU SET UP A DATA-DRIVEN 3 STEP PILOT TO KICKSTART YOUR WORK PARADISE





STEP 1: FIND YOUR PROMOTERS AND DETRACTORS

A culture change cannot just be set by a single leader or the top managers. You need to get your answers from the core of your culture: your employees! In this first step it is key to reach out to them; the ones that love you, the solo performers, the quiet ones, the rebels, the remote workers, everyone. What do they actually think of you as an employer?

DO IT DATA-DRIVEN

A great way to measure how loyal your employees are to your organization is the (internationally validated) **employee Net Promoter Score**. Measuring the eNPS, you ask them to rate (anonymously) on a scale of 0 to 10, how likely it is that they would recommend you as a good employer to others. According to what they fill in, your workforce is divided into three categories:

- 😊 Promoters (scores 9-10): talk about their work to others with pride.
- 😐 Passives (scores 6-8): satisfied, but never going the extra mile.
- 😞 Detractors (scores 0-5): uninterested and often disloyal.

With this information you can address these different groups properly, to find out why they gave this score and what can be improved (step 2). But first you need to know where they are located in your organization. With the 2DAYSMOOD eNPS measurement you can view the amount of promoters and detractors per team. This will enable you to open up genuine and constructive conversations in a safe team atmosphere.

DO IT YOURSELF

If you are still a small company, you might not choose an online measurement. However, the anonymity of it, could positively influence the straightforwardness of people's answers. You could also choose to set up your own simple survey, or organize a "safe zone" meeting. Whenever people enter the safe zone they are free to speak their minds and give feedback, without consequences! The goal of the meeting is to try to empathize with each other, break taboos, and come up with improvements together. Make it a recurring thing to keep track of the progress. Can you deduce from this who your promoters, passives and detractors are? If so, plan some additional 1-on-1 conversations to really get to the core of their (lack of) work happiness.

DESIGN YOUR PILOT

If you made your plan to gather data or insights about your promoters, passives and detractors, you still have to make some choices for your pilot. Do you want to focus on:

- A. Maximizing the impact of your promoters
- B. Turning your passives into enthusiasts
- C. Trying to satisfy your detractors

All approaches can be effective. So if you have the resources (perhaps all team managers are on board) then you should try them all! If not, then it is smart to just pick the approach with the least resistance and the most impact in your organization in a short period of time.

RESEARCH SHOWS THAT

Worldwide, there are about 18% actively disengaged employees (detractors), 66% not engaged employees (passives) and 15% engaged employees (promoters)

(Gallup, 2017)

BEST PRACTICE

Our eNPS has increased from 16 to 35. I find that a huge compliment. It means that more employees are becoming ambassadors for Soltegro.

- CEO of a tech company

[READ MORE](#)

[TRY A FREE ENPS MEASUREMENT](#)



STEP 2: WHAT CAUSES YOUR EMPLOYEES' (UN)HAPPINESS?

So you found your main focus group, now it's time to find the right strings to pull. What are the factors influencing your employees' happiness and engagement? You can discover this by gauging the status of 15 drivers of engagement. They are part of 2DAYSMOOD's Employee Happiness model, that was created in collaboration with Utrecht University.

Before you start researching the drivers, we have good and "good to know" news...

The good news: asking employees how they are feeling and what they think of the organization on a regular basis already has a positive effect on their engagement! Good to know: we often see there is a huge gap between what managers think employees find important (salary, job security), and what truly matters to employees (feeling involved, appreciation).

But be aware, there is no "one-size-fits-all" solution for happiness. So what is driving your team(s) to be positive and perform at their best? Leadership, work-life balance, colleagues? Let's find out!

DO IT DATA-DRIVEN

The 15 drivers in the Employee Happiness Model are measurable variables that can have a negative or positive impact on employee happiness and engagement. With the 2DAYSMOOD baseline measurement you ask your employees how satisfied they are with each driver and how important the driver is for their happiness at work. In 1-5 weeks, we provide our customers with a heatmap of their organizational culture, using a fun and simple 15 second survey. You will discover the differences between teams and departments. These targeted insights help you design a step-by-step strategic plan.

However, do you already have a good understanding of the areas that need attention in your culture? Perhaps you previously performed an employee satisfaction survey? Then you can also choose one topic and do a deep-dive measurement. For example, gather specific feedback on vitality or personal leadership, in order to improve them!



[CLICK TO ENLARGE](#)

DO IT YOURSELF

If you want to get to work with your employees right away, this quick scan will help you identify the key drivers for your team in a 2 hour exercise. Set priorities together and take action immediately.

DESIGN YOUR PILOT

A baseline measurement with one department or a focus group in your organization is definitely the best way to start your pilot. Once you have the outcome of your measurement or exercise, it's time to interpret the results and come up with actions together. That's right, you can make participants accountable as well! The data will guide the way, but these questions could also help:

- In the ideal situation, what would driver x look like?
- What could we start doing tomorrow to improve driver x?
- What could we do together or individually?
- What has worked for us in the past?
- What do we need from each other?





[TRY A FREE BASELINE MEASUREMENT](#)



STEP 3: SET A TIMELINE AND TRACK HAPPINESS

The last step in shaping your pilot is a trackable timeline. As we learned, the simple fact that you ask employees for feedback (in a psychosocially safe environment), positively affects their mood. So from the moment you start your measurement, it is essential to gain continuous insight in how people are feeling: Engaged? (Dis)satisfied? Stressed?

For example, you could start a 6 week pilot that looks like this:

-  Week 1: Find your promoters, passives and detractors
-  Week 2-5: Identify the key drivers for your employees' happiness
-  Week 6: Come up with simple actions for improvement
-  Every week during the pilot: Monitor employees' moods

DO IT DATA-DRIVEN

Asking colleagues how they are doing, seems like the easiest thing in the world! But as a busy leader... can you really say you ask this question enough to all of your employees? And do you think they feel safe enough to share their true feelings, even the introverts?

At 2DAYSMOOD we created **a solution** for this problem. Our customers use a fun, simple and anonymous 15 second survey to capture people's mood. The question is sent to them frequently (for example weekly) via email or app. They can answer by picking an emoji (based on Russell's circumplex model of emotional classification). The anonymous mood data is securely saved in a smart dashboard, it can be viewed by all participants in realtime. Next to percentages of happiness and stress, you can oversee the mood changes from week to week. Following this trend of employee happiness, you will know if your efforts have (a positive) impact!

BEST PRACTICE

A Dutch IT company struggled with retaining talent. They implemented a weekly feedback loop with employees, took action on the data, and reduced staff turnover by 60% in a year!

[READ MORE](#)



DO IT YOURSELF

For companies up to 12 employees, an analog instead of a digital approach might be a better fit. In the 2DAYSMOOD team we fill in our weekly survey online. But we also have a short coffee meeting every morning, including a 15 second team member update. Every colleague shares what he or she is working on that day, asks a question, or shares good (personal) news. A daily or weekly meeting is perfect to have people share their mood, or perhaps anonymously check a mood box. You can draw emojis or write moods on a whiteboard for example. But make sure you save your data somewhere.

YOUR PILOT IS ALMOST READY

To kickstart your culture of happiness and top-performance, all your plan needs is a higher goal. Preferably a measurable one! In fact, this data-driven pilot will help you specify SMART goals for a sustainable implementation. But to start off, we advise you to describe the ideal situation, your work paradise. Later on you can merge this with your SMART goals. A long term plan could look like this:

WEEK 1 - 6	WEEK 7 - 11	WEEK 12	WEEK 24
<ul style="list-style-type: none"> - Pilot: set a baseline - Apply improvements - Assess what works! 	<ul style="list-style-type: none"> - Further analysis of drivers - SMART goals, monitor mood - Make what works structural - Roll-out in teams/organization 	<ul style="list-style-type: none"> - Quarterly: eNPS survey - Evaluate mood trends - New actions & surveys - Keep going and improve 	<ul style="list-style-type: none"> - Every 6 months: baseline - Check progress & goals - New deep-dive surveys - Grow and improve

[TRY A FREE MOOD MEASUREMENT](#)



GROW YOUR CULTURE **GROW YOUR BUSINESS**

When your pilot is successful, don't forget to communicate it to your colleagues (and the outside world). Celebrating successes is important for employees to feel involved in the workplace (which they rated the most important for work happiness remember).

And then, when your culture of happiness is beginning to flourish, the next step is to have a look at your KPIs. Is it possible to calculate your return on happiness? (Spoiler alert: Yes it is!) Think of KPIs such as absenteeism, turnover, sales success or customer retention.

In our 2DAYSMOOD software we have developed a predictive 'Return on Happiness' feature, enabling you to connect your employee happiness analytics to KPIs and costs. For example, what is the impact on your employee turnover rate when the general level of stress decreases with 20%?

Want to know more? We are happy to advise you or give you a **demo**.



WHY HR MANAGERS GO DATA-DRIVEN

Gaining continuous insight into your corporate culture, getting targeted feedback and seeing trends, that is really valuable to grow.

- Royal Rotra Group



YOU GOT THIS!

If you need any help, feel free to contact us via:

 www.2daysmood.com/en

 info@2daysmood.nl

 +31(0) 85 303 6879

 Europalaan 100, 3526 KS Utrecht, The Netherlands

FREE BASELINE MEASUREMENT

