



## **Habital® Product Paper**

**An easy and effective way to understand and improve the wellbeing and performance of your employees.**

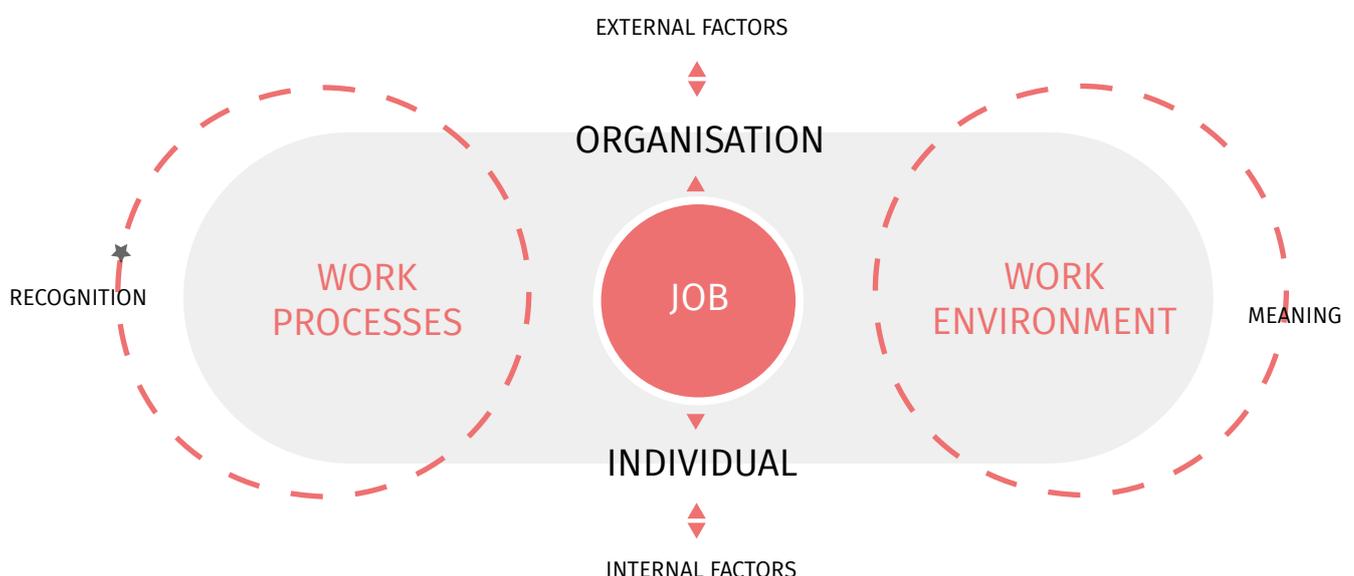
**Creating a gateway to keep up and control the changing world of work.**

**| April 2022**

The world is a dynamic place; pandemics, political shifts, climate change, technological innovation, and other cultural-societal, political and environmental transformations change the way we do things and the way we work.

Shifting between working remotely and from the office, innovating services because of changing supply chains, while responding to the newest trends. **Work changes.** Within this dynamic field of work, there is one stability; humans. Humans are like the sensors of your organisation who respond to the changes within the organisation, market, and society, and change the way they do things accordingly. You need creative and adaptive humans who can innovate and change their work rapidly. With the proper support and resources, humans can think autonomously and work effectively, be resilient against challenges and thrive in chaos.

For this reason, during the pandemic in 2021, 92% of 1550 surveyed employers have prioritised enhancing employee experience over the next three years, while this was only 52% pre-pandemic. Employees need to feel good about themselves, feel energetic, and purposeful about their work. Employees should thrive. Scientific research shows the beneficial effects. A recent scientific meta-analysis across 230 independent organisations found a significant, strong positive correlation between employees' satisfaction with their company, employee productivity, customer loyalty, and a strong negative correlation with staff turnover. In our whitepaper “The bright side of the pandemic”, we gathered multiple scientific studies that showed these benefits and created a model that is shown below.



Model 1: explains how different elements around an employee are interacting with each other.

## A shift to human-centric working

The statistics below show how and why organisations are shifting their attention to employee well-being and employee experience.

92%

### *Willis Towers Watson*

92% of organisations are prioritising employee experience enhancements over the next three years.

### *Deloitte*

80 percent of executives rated employee experience very important or important.

80%

68%

### *The Future Workplace 2021 HR Sentiment Survey*

68% of senior HR leaders (of which 40% were CHROs) rated employee well-being and mental health as a top priority.

### *Gallup*

\$322 billion of turnover and lost productivity cost globally due to employee burnout.

322  
billion

98%

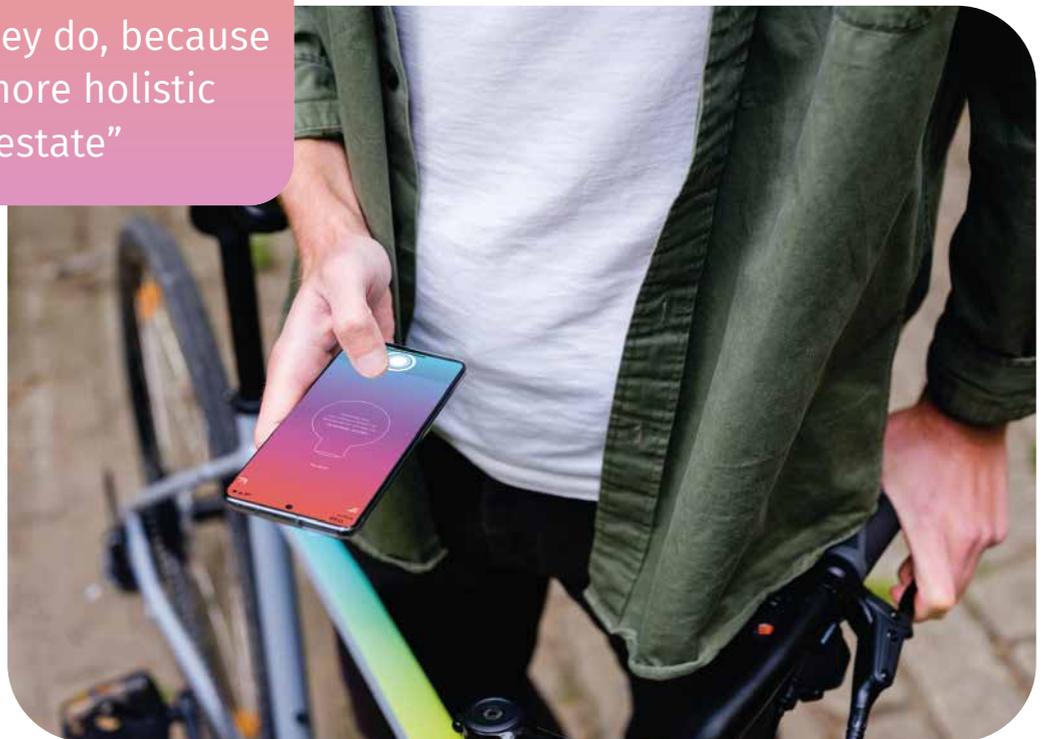
### *McKinsey*

98% of the CHROs is thinking about how HR can shift from mechanistic skill and talent management to addressing the employee experience in a more targeted, dynamic way.

Spending resources on improving well-being is thus beneficial for organisations and employees, but effectiveness is not guaranteed. The needs of employees might vary from career development to team cohesion, a nice break room, a proper home office, or health issues. To avoid wasted investments, one should understand the needs of your employees, how they are feeling, and know which ones are thriving and which are not.

Habital® is there to easily and swiftly connect with your employees and fill that gap. With Habital®, you start to understand your employees. Topics such as well-being, work energy, performance, and personal needs, are collected and pop up in your dashboards. Habital® makes this valuable information insightful, useful, and actionable. In this product paper, we will explain how.

“We need to acknowledge, people do things differently and choose spaces because of the tasks they do, because workplace is more holistic than just real estate”



Holistic



Human  
Centered



Cross  
Platform



Data  
Driven



Research  
Validated

## What is Habital®?

### *For the management*

Habital® is a research tool that holistically focuses on humans in the workplace. It is an easy and discrete tool to connect with all of your employees and ask them questions that matter. Through an app or web browser application, it uses real-time data to identify, when working remotely or at the office, how employees are feeling, what they are doing, and how they perceive their organisation. This data can be used by the management to make informed decisions based on data. With these insights, it is the aim to improve employee well-being and make them thrive at work.



### *How Habital® works*

Employees will receive an invite link to the Habital® app or can use the web browser functionality. The process overview can be found on the next page. Employees will have a short registration (filtering your data on factors like age group, or department). After the registration, there are two types of samples which both take less than 2 minutes. There is the ABC (Activity-Based Continuum questions) that samples what people are doing where, and what could be improved. Employees receive a random notification of the ABC during the day (to get a grip on performance, the use of space and improvements).

The second type of sample is the MEE (Measuring Employee Experience). This sample serves as being reflective; looking back on the day, and how (challenged and in control) people felt. Furthermore, a few questions are added that add to the different scores displayed on the dashboards. These scores are listed in the "Metrics" section.

This data will appear in the dashboard of the buyer on a group level (read more in the dashboard section). Furthermore, users will also have their own personal dashboard displaying a selection of their own data (read more about that in "What does Habital® do for your employees?")

In total, the research process will have a duration of 3 months which gives a good overview of the dynamic and specific needs of your people. Across a period of 12 months, you will have access to the dashboards where your data is gathered (see the "Dashboards" section).

## The app

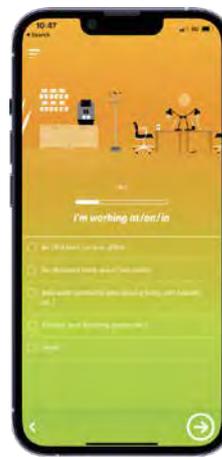
### 1 Habital registration

Short survey with basic information question



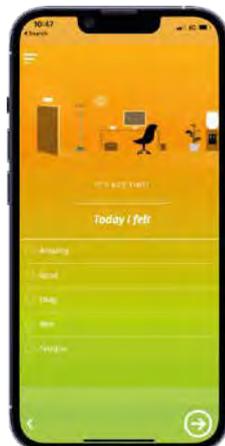
### 2 ABC sampling during work

Work sample about current place, activity, performance, and, potential improvements



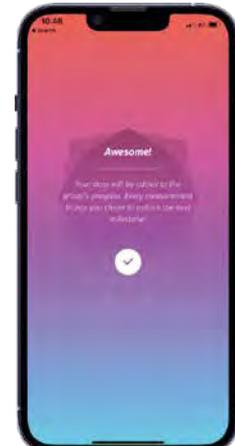
### 3 MEE sample after work

Day reflection sample about quality, stress experience, and additional score



### 4 Group process

Your data will be added to the group's progress



## The metrics

### **Overall satisfaction is :**

Satisfaction is divided into four modules: Organisation, Personal well-being, Work processes, and Work environment. Each module has an equal and direct impact on the employee's experience at work: how they are feeling in their personal life, including their overall health and work-life balance (Personal well-being), how they interact with their employer, and the organisation's strategy (Organisation), their specific job tasks and interactions with colleagues (Work processes) and their workspace and office facilities (Work environment).

### **Work Experience Index (WEI) :**

An indication of how employees generally experience the organisation and their Work Life.

### **Work energy score :**

Is a scientific score developed in 2020 to assess burn-out risk by researchers Wilmar Schaufeli, Hans de Witte, and Steffie Desart.

### **The ABCs (Activity-Based Continuum questions) :**

Are aimed at gathering information on the employee's daily work environment habits. This includes where they work, what they are working on, and how well they are performing. The ABCs are assessed every day of the research.

### **The well-being score :**

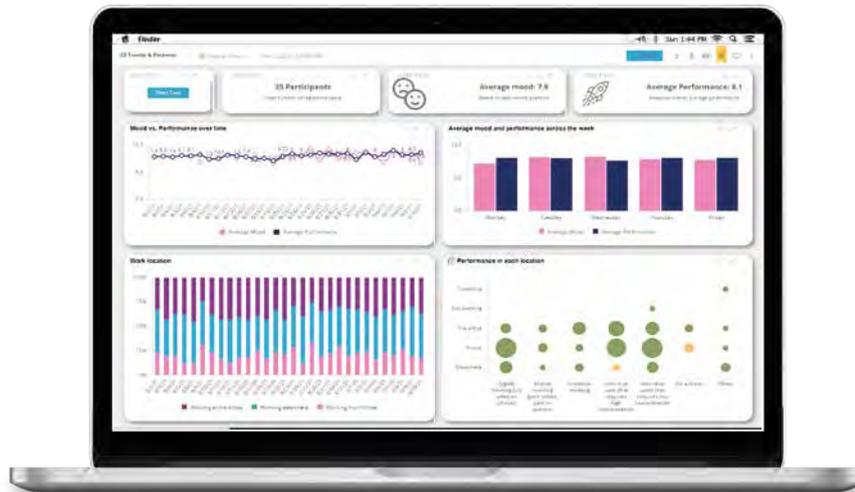
Is a scientific score that has been developed by researchers Ylenio Longo, Iain Coyne, and Stephen Joseph as a shortened version of the tool to assess general well-being.

### **The MEEs (Measurements of Employee Experience) :**

Are assessed every single day of the research and are based on the employee's sense of challenge and control over their tasks and their daily mood. The sense of challenge and control are indicators for the level of flow, experienced stress, and boredom according to the Flow theory of Csikszentmihalyi.

## The dashboards

From the moment your employees start using the app, your interactive dashboards start to fill up with insightful information from your employees. You will receive seven interactive dashboards which have expandable widgets and filters. With the filters, you can select groups of people (e.g. generations, low-performers, or departments) to narrow down their specific needs. The dashboards include an overview of your organisation. You will have dashboards about your work environments, people, work processes, and organisational aspects. You will have a dashboard about adoption and engagement, and a dashboard about the trends and patterns.

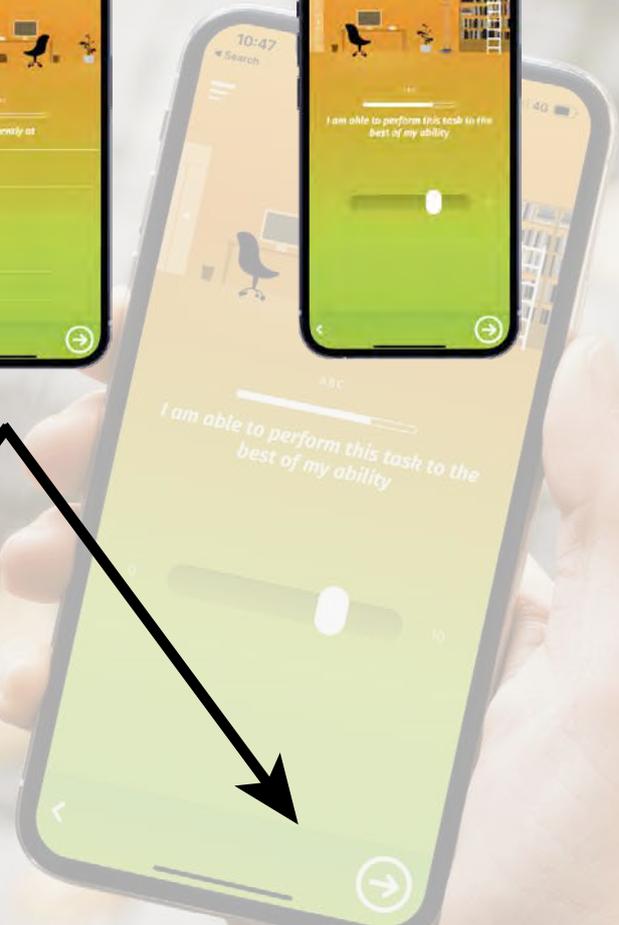
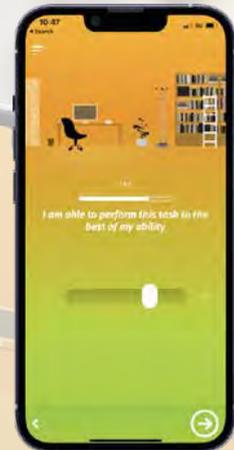
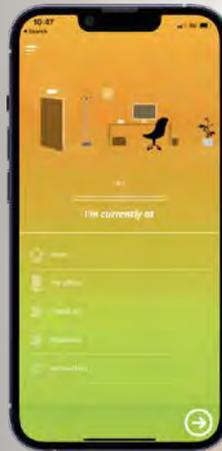
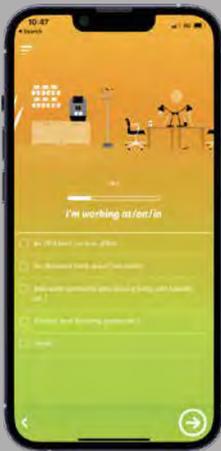


### ***What does Habital® do for your employees***

Employees will receive a notification at the end of the day to reflect on their day and their work in general. They will reflect on topics such as how they are doing, what would improve their day, or how they feel about their work. Thinking about these questions will act as a lever to talk about them and work on improving them. Your employees will also receive a personal in-app dashboard. On this dashboard, employees can enhance their reflective capabilities, and find effective ways to improve their work-life, by reviewing their own answers gathered in insightful graphs and charts. Together, Habital® will act as a platform for them to reflect on- and improve their work-life, but also as a platform to share personal needs and issues that provide actionable insights.

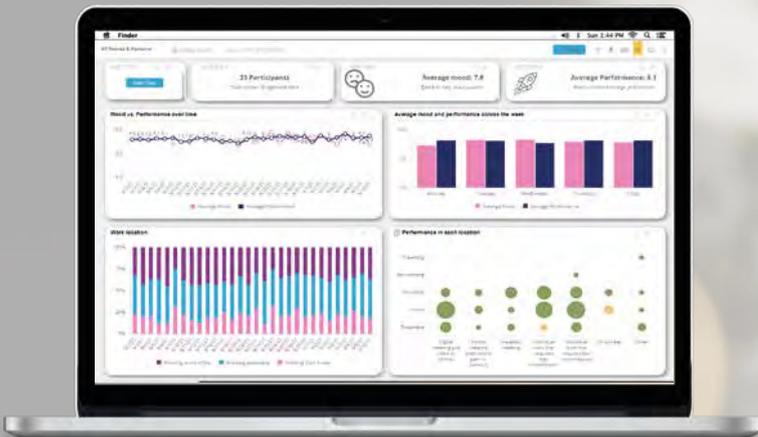
## Short 2 minute surveys

Employees will receive a notifications with questions that add to the metrics (ABC's, MEE's etcetera). From that moment, the data flows your Management dashboard and to the User dashboard of your employee.



**Management dashboard**  
On a group level

**User dashboard**  
On a personal level



## Conclusions

The world of work is changing and organisations need to have creative and engaged employees who thrive at work, either remotely or from the office. For this reason, many organisations are shifting their focus on employee well-being. Scientific research has also shown that this human-centric focus also increases employee engagement, productivity, and satisfaction, makes your organisation attractive to employees and radiates to your customers.

Habital® is a research tool that steps in here. Habital® accelerates the journey towards thriving employees. With Habital®, you can communicate effectively and discretely with all your employees about the topics that matter. Insightful and interactive dashboards help you to understand your employees. You can explore topics such as the state of their well-being, work experience, work energy, or their personal needs. You can use filters and widgets to specify and deepen your knowledge. Through the actionable insights, you can easily determine your next steps in supporting your employees, while they are using Habital to reflect on themselves and improve.

Altogether, Habital® shapes a mutually beneficial bond between the employees and management, with the goal to support and improve each other. Book a demo call if you're interested in using Habital® for your employees and your organisation. In this call, our people will show you the app, give you a tour through the dashboards and further explain the research process.

**Interested in Habital® for your organisation?  
We are here to help and answer any questions you might have.**

**Contact us!**