Killer data: The importance of real-world, real-time, real-practical, and real-contextualised wellbeing assessments in organisations.

WoW®

www.workonwellbeing.com

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How can you change the world for the better?

- Media – Know Oprah.
- Money – Know Bill Gates.
- Public policy – Know Obama or John Key.
- Public health promotion.
  - Schools.
  - Work.

How do you assess 20 million people?

- Use technology – Scalability = low cost.
- Provide value – To participants / users.
- Good design – Usability.

What is ‘Work on Wellbeing’?

- Online wellbeing assessment tool.
- Follows best practice online measurement guidelines for online psychometric testing:
  - American Psychological Association Internet Task Force guidelines.

WoW®

Online Wellbeing Assessments

Learn More

FEATURES | PRICING

Begin Assessment

SIGN UP | SIGN IN

WoW is currently used by **17,245** people, in **2** languages, in **97** countries

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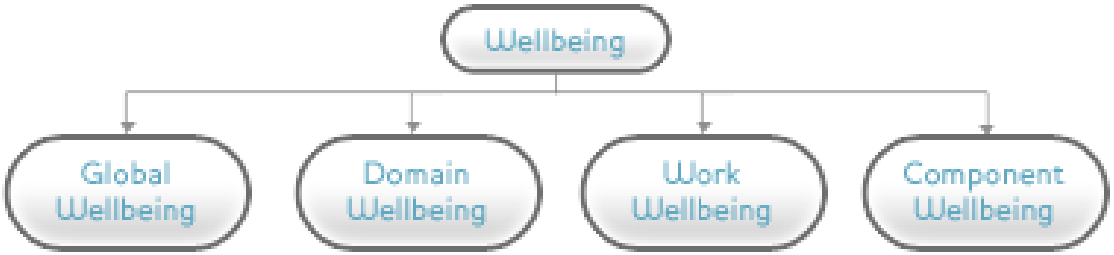
WoW

Assessments:

- Quick, User-friendly - 50 question, 10 minute assessment.
- Comprehensive - Assesses both what is going right and what is going wrong.
- Scientific - Based on the latest theories of wellbeing, uses already validated psychometric measures.
- Solutions Focused - An assessment crafted to lead to wellbeing development solutions.

Assessments:

- Assessment model:



Assessments:

- Global Wellbeing - 14 questions.
- Domain Wellbeing - 10 questions.
- Work Wellbeing - if employed, 19 questions.
- Component module.
  - Resilience - 3 questions.
  - Health and Lifestyle factors - 4 questions.
- Standard demographics - 7 questions.

Assessments:

- Global Wellbeing - 14 questions.

Assessment Design

Assessment details

The Wow assessment asks 14 questions on global wellbeing, 10 on life domain wellbeing, 19 on work wellbeing, with an optional additional 23 on component wellbeing.

	Focus	Construct	Question	Response Scale	Source & Notes
Q1	Global wellbeing	Life satisfaction	• Overall, how satisfied are you with life as a whole these days?	0 to 10: 0 = Not at all satisfied 10 = Completely satisfied	• See (Diener, Inglehart, & Tay, 2012). • See also, (Diener, & Gonzalez, 2011). • Recommended question by (OECD, 2013).
Q2	Global wellbeing	Life evaluation	• On which step of the ladder would you say you personally feel you stand at this time?	0 to 10: 0 = Worst possible life 10 = Best possible life	• The Cantril Self-Anchoring Striving Scale (Cantril, 1965). • Used in Gallup's World Poll.
Q3	Global wellbeing	Eudemonia	• Overall, to what extent do you feel the things you do in your life are worthwhile?	0 to 10: 0 = Not at all worthwhile 10 = Completely worthwhile	• Recommended question by (OECD, 2013). • Used by Office for National Statistics in UK.
Q4	Global wellbeing	Happiness (quantity)	• How happy were you yesterday?	0 to 10: 0 = Did not feel happy at all yesterday 10 = Felt happy all of the time yesterday	• Recommended question by (OECD, 2013). • Used by Office for National Statistics in UK.

Assessments:

Domain Wellbeing - 10 questions.

Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24	Domain wellbeing	Life domains	• Intimate relationship • Family • Friendships and social life • Work • Education • Community life • Physical health • Fun and leisure • Financial matters • Spirituality	• 0 to 10: 0 = Not at all important 10 = Completely important • 0 to 10: 0 = Not at all satisfied 10 = Completely satisfied	• There is no 'gold standard' as yet for assessing domain wellbeing. See The Scale of Life Domain Satisfaction (Campbell, Converse, & Rodgers, 1976). The WoW scale was informed by the most common domains identified in the literature – e.g., see the Valued Living Questionnaire (Wilson, Sandoz, Kitchens, & Roberts, 2010) or the Pemberton Happiness Index (Hervás & Vázquez, 2013). Other domain measures assess differ domains (e.g., The Personal Wellbeing Index –

Assessments:

Work Wellbeing - 19 questions.

Q30	Work wellbeing	Work motivation	• How motivated are you in what you are doing for your job?	• 0 to 10: 0 = Not at all motivated 10 = Completely motivated	• New item. • Research indicates work motivation is strongly linked to performance – see (Latham, 2007) or (Kanfer, Chen, & Pritchard, 2008).
Q31	Work wellbeing	Work autonomy (SDT)	• How much control over the important aspects of your job do you have?	• 0 to 10: 0 = Not at all in control 10 = Completely in control	• Informed by (Van den Broeck, Vansteenkiste, De Witte, Soenens, & Lens, 2010) and (Fernet, Austin, Trépanier, & Dussault, 2013).
Q32	Work wellbeing	Work strengths	• To what extent are you using your strengths in your job?	• 0 to 10: 0 = Not at all using my strengths 10 = Completely using my strengths	• New item. • Based on The Strengths Use Scale – (Govindji & Linley, 2007).
Q33	Work wellbeing	Work competence (SDT)	• To what extent are you successful at completing difficult tasks and projects in your job?	• 0 to 10: 0 = Not at all successful 10 = Completely successful	• Informed by (Van den Broeck, Vansteenkiste, De Witte, Soenens, & Lens, 2010) and (Fernet, Austin, Trépanier, & Dussault, 2013).
Q34	Work wellbeing	Work effort	• On average, how much effort do you put into your job on a daily basis?	• 0 to 10: 0 = No effort at all (0%) 10 = Complete effort (100%)	• New item. • Based on the importance of effort, see (De Jonge, Bosma, Peter, & Siegrist, 2000).

Assessments:

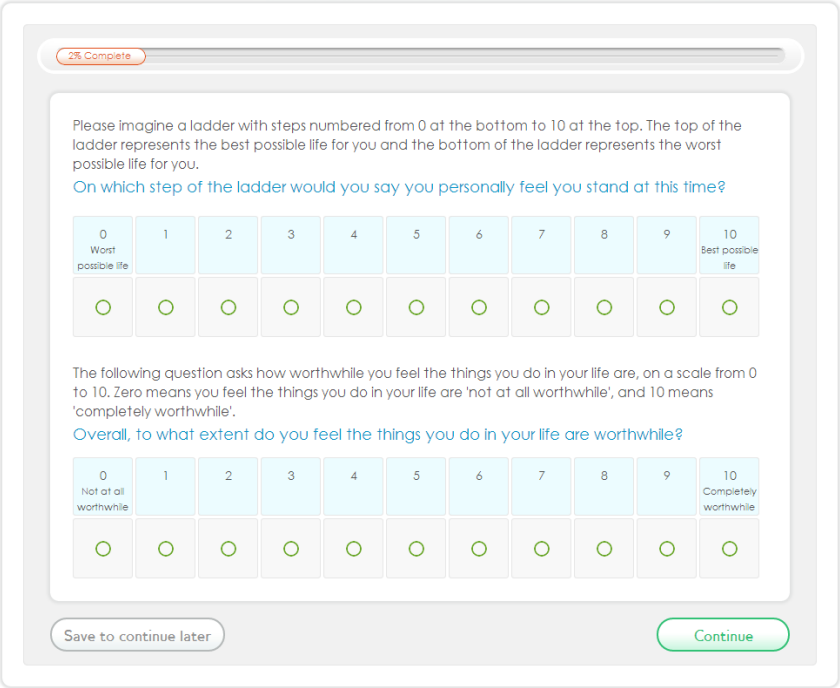
- Component Wellbeing – 7 questions.

OQ1 OQ2 OQ3	Wellbeing components	Resilience	• I tend to bounce back quickly after hard times • I usually come through difficult times with little trouble • It does not take me long to recover from a stressful event	• 0 to 10: 0 = Not at all like me 10 = Completely like me	• Questions from the Brief Resilience Scale (Smith, Dalen, Wiggins, Tooley, Christopher, & Bernard, 2008). New response scale.
OQ4 OQ5 OQ6 OQ7	Wellbeing components	Health & Lifestyle	• In general, how satisfied are you with your health? • In general, how satisfied are you with your diet? • In general, how satisfied are you with the quality of your sleep? • In general, how satisfied are you with your level of physical activity and exercise?	• 0 to 10: 0 = Not at all satisfied 10 = Completely satisfied	• New scale. • Informed by the Sovereign Wellbeing Index, see (Human Potential Centre, 2013).

Assessments:

- Demographics – 7 questions.
  - Gender
  - Age
  - Location (country, city/state, town)
  - Relationship status
  - Education level
  - Employment status
  - Work history

Assessments:



2% Complete

Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.

On which step of the ladder would you say you personally feel you stand at this time?

0 Worst possible life	1	2	3	4	5	6	7	8	9	10 Best possible life
○	○	○	○	○	○	○	○	○	○	○

The following question asks how worthwhile you feel the things you do in your life are, on a scale from 0 to 10. Zero means you feel the things you do in your life are 'not at all worthwhile', and 10 means 'completely worthwhile'.

Overall, to what extent do you feel the things you do in your life are worthwhile?

0 Not at all worthwhile	1	2	3	4	5	6	7	8	9	10 Completely worthwhile
○	○	○	○	○	○	○	○	○	○	○

Save to continue later

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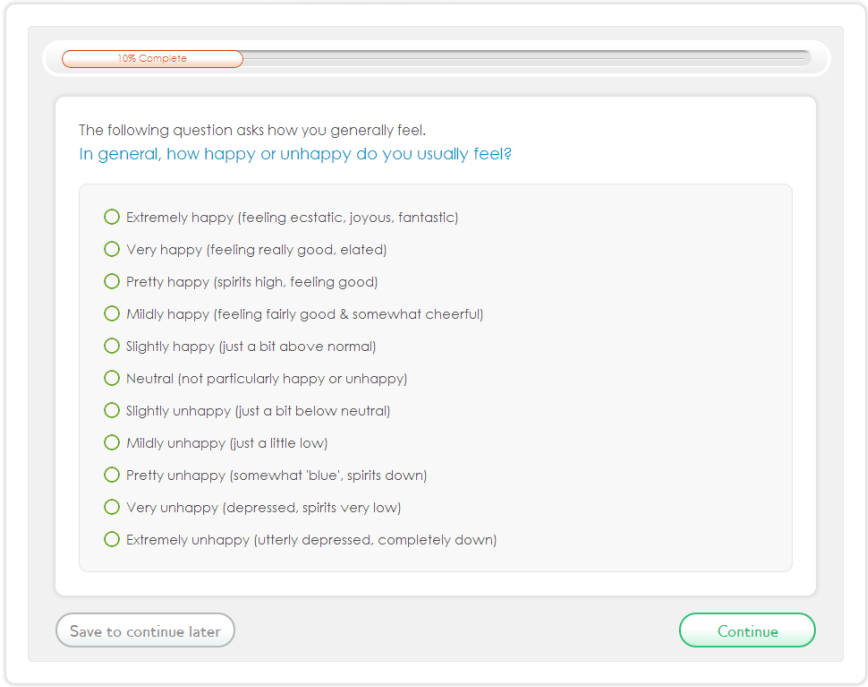


10% Complete

The following question asks how you generally feel.

In general, how happy or unhappy do you usually feel?

- ○ Extremely happy (feeling ecstatic, joyous, fantastic)
- ○ Very happy (feeling really good, elated)
- ○ Pretty happy (spirits high, feeling good)
- ○ Mildly happy (feeling fairly good & somewhat cheerful)
- ○ Slightly happy (just a bit above normal)
- ○ Neutral (not particularly happy or unhappy)
- ○ Slightly unhappy (just a bit below neutral)
- ○ Mildly unhappy (just a little low)
- ○ Pretty unhappy (somewhat 'blue', spirits down)
- ○ Very unhappy (depressed, spirits very low)
- ○ Extremely unhappy (utterly depressed, completely down)

Save to continue later

Continue

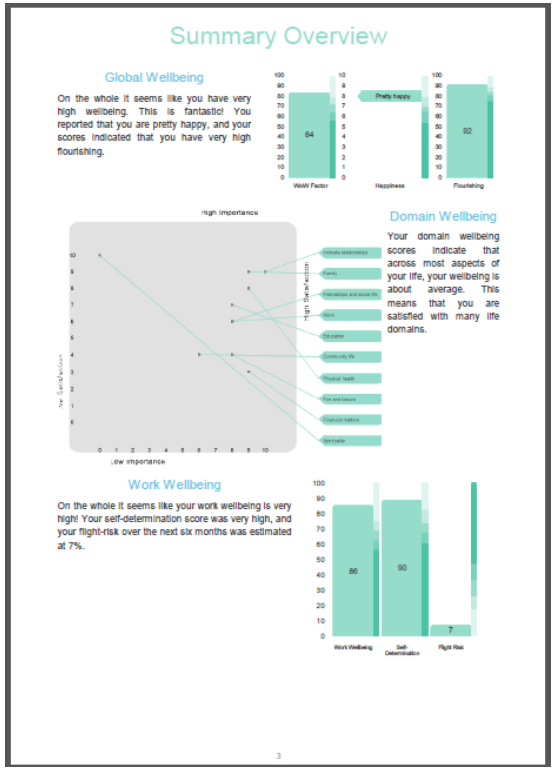
Reports:

- Understandable - Written in plain English, easily interpretable graphs.
- Wellbeing Overview - Provides a snapshot of your wellbeing.
- Tracks Wellbeing - Results displays show trends that can help target problem areas.
- Raw results – All results in appendix.

Reports:

- Programme Evaluation - Results can help assess the effectiveness of programmes or activities aimed at developing wellbeing.
- Value - Free reports for individuals, inexpensive for organisations.
- Real-time individualised wellbeing reports.

Reports:



Summary Overview

Global Wellbeing

On the whole it seems like you have very high wellbeing. This is fantastic! You reported that you are pretty happy, and your scores indicated that you have very high flourishing.

Domain Wellbeing

Your domain wellbeing scores indicate that across most aspects of your life, your wellbeing is about average. This means that you are satisfied with many life domains.

Work Wellbeing

On the whole it seems like your work wellbeing is very high! Your self-determination score was very high, and your flight-risk over the next six months was estimated at 7%.

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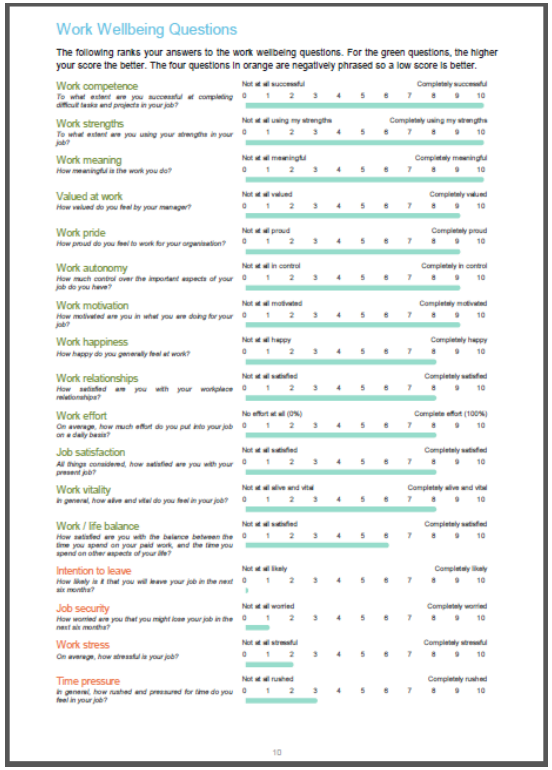

Work Wellbeing Questions

The following ranks your answers to the work wellbeing questions. For the green questions, the higher your score the better. The four questions in orange are negatively phrased so a low score is better.

Work competence — *To what extent are you successful at completing difficult tasks and projects in your job?* — Not at all successful / Completely successful

Work strengths — *To what extent are you using your strengths in your job?* — Not at all using my strengths / Completely using my strengths

Work meaning — *How meaningful is the work you do?* — Not at all meaningful / Completely meaningful

Valued at work — *How valued do you feel by your manager?* — Not at all valued / Completely valued

Work pride — *How proud do you feel to work for your organisation?* — Not at all proud / Completely proud

Work autonomy — *How much control over the important aspects of your job do you have?* — Not at all in control / Completely in control

Work motivation — *How motivated are you in what you are doing for your job?* — Not at all motivated / Completely motivated

Work happiness — *How happy do you generally feel at work?* — Not at all happy / Completely happy

Work relationships — *How satisfied are you with your workplace relationships?* — Not at all satisfied / Completely satisfied

Work effort — *On average, how much effort do you put into your job on a daily basis?* — No effort at all (0%) / Complete effort (100%)

Job satisfaction — *All things considered, how satisfied are you with your present job?* — Not at all satisfied / Completely satisfied

Work vitality — *In general, how alive and vital do you feel in your job?* — Not at all alive and vital / Completely alive and vital

Work / life balance — *How satisfied are you with the balance between the time you spend on your paid work, and the time you spend on other aspects of your life?* — Not at all satisfied / Completely satisfied

Intention to leave — *How likely is it that you will leave your job in the next six months?* — Not at all likely / Completely likely

Job security — *How worried are you that you might lose your job in the next six months?* — Not at all worried / Completely worried

Work stress — *On average, how stressful is your job?* — Not at all stressful / Completely stressful

Time pressure — *In general, how rushed and pressured for time do you feel in your job?* — Not at all rushed / Completely rushed

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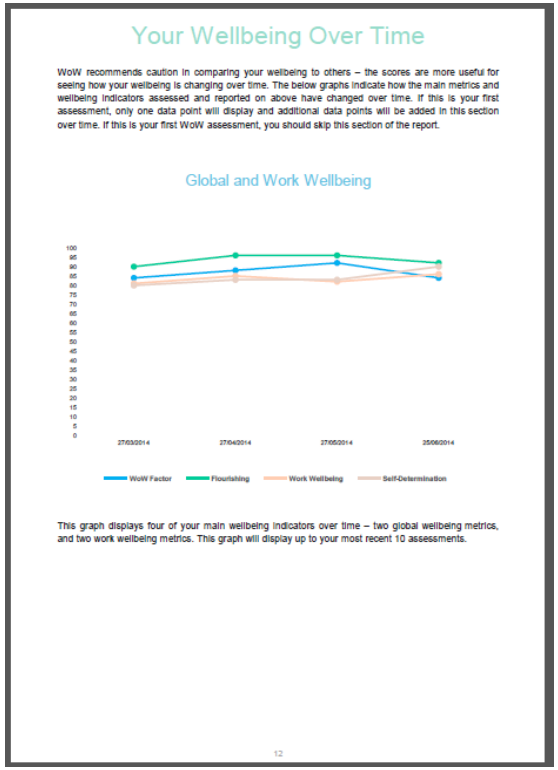

Your Wellbeing Over Time

WoW recommends caution in comparing your wellbeing to others – the scores are more useful for seeing how your wellbeing is changing over time. The below graphs indicate how the main metrics and wellbeing indicators assessed and reported on above have changed over time. If this is your first assessment, only one data point will display and additional data points will be added in this section over time. If this is your first WoW assessment, you should skip this section of the report.

Global and Work Wellbeing

This graph displays four of your main wellbeing indicators over time – two global wellbeing metrics, and two work wellbeing metrics. This graph will display up to your most recent 10 assessments.

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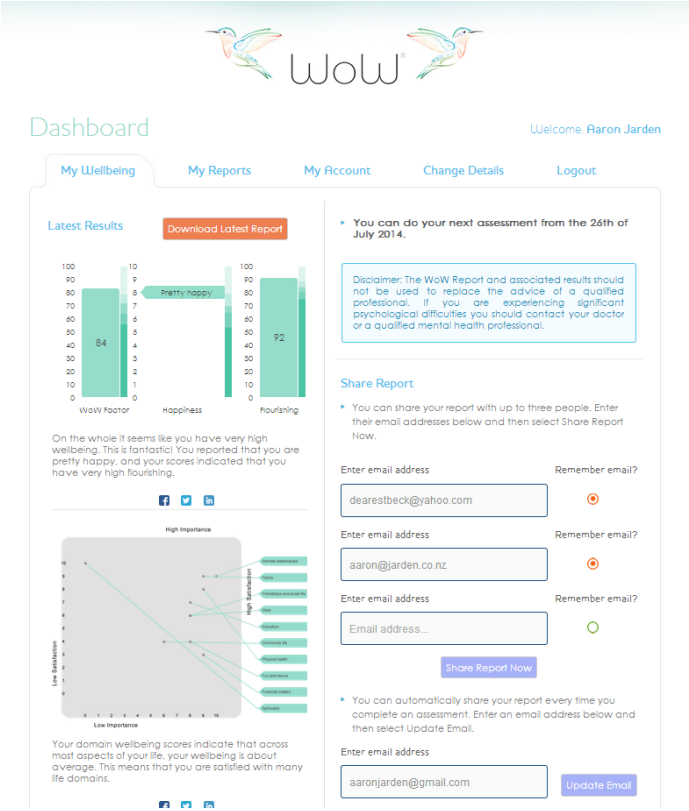
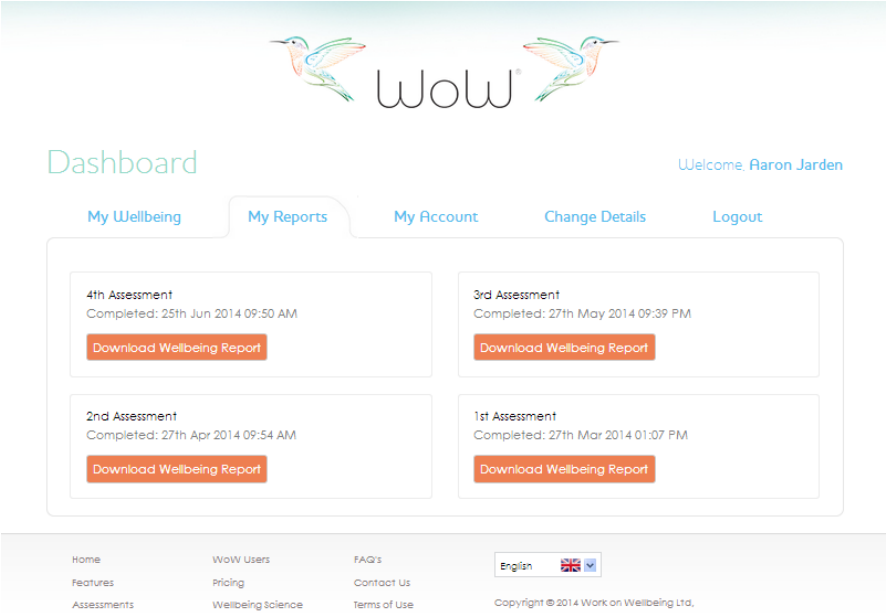
User dashboards:





Features:

- Anytime, Anywhere - Assessments available wherever and whenever it's convenient.
- Secure - Advanced and best practice internet security measures.
- Private - User data is confidential, and only anonymous results that users agree to are shared.

Features:

- Ethical - Meets the requirements of the major professional bodies, qualified applied ethicist on board.
- Customisable - Organisations can tailor assessments to their needs, and also add files.

Features:

- Low wellbeing warnings - In reports.
- Assessment validity– Minimum of 4 minutes.
- Share on social media – Facebook, Twitter, LinkedIn.
- Share via email – Always (e.g., doctor, coach), or one off.
- Remembers past results – Auto insert.

Features:

- Smart hovers & missed question highlights.
- Little scrolling.
- Email reminders – User set frequency, min 30 days.
- Transparent sharing - Of organisational reports.
- Non-completion triggers.
  - After registration, one week email.
  - Assessment reset after 24 hours.

Why has WoW been successful?

- Demand:

Wellbeing → Engagement → Productivity → Success

- Engaging survey experience - the questions are easy to read, the response buttons easy to click.

- Leverages wellbeing science - uses already empirically validated psychometric measures.
- Practical - An assessment that leads to wellbeing development solutions.

Why has WoW been successful?

- Wide consultation – With experts and users.
- Face validity – With users.
- Tracks wellbeing.
- Transparent - The technical manual is a comprehensive and detailed, including notes on its development, the specific questions asked, the response scales used, and underpinning links to the scientific literature.

Why has WoW been successful?

- Support documents – “Getting stared with WoW”, Technical manual, “Business case for Organisation Wellbeing”, etc.
- Team of eminent wellbeing and assessment scientists – They specialise in the areas of positive psychology, organisational psychology, psychometric assessment, research methodologies, and wellbeing science.

Why has WoW been successful?

- "Ways to Wellbeing" – best apps, books, websites.
- Cheap - for organisations, free for non-commercial and individual use.
- ROI on wellbeing investment – 5 to 1.
- In sum, it's a practical, timely, cost effective, and empirically validated tool.

WoW data.

- Our data indicates some unique insights:
  - 2 qualitative questions.
    - What one thing, more than anything else, makes your organisation a great place to work?
    - What one thing, more than anything else, needs to change to make your organisation a great place to work?

Main challenges to date.

- Creating the best assessment in 50 questions.
- Online security.
- Privacy.
- IT challenges.
- Cost.
- Wellbeing ▸ engagement = profitability education.

What's in WoW's future?

- Language development.
  - English and Spanish now.
  - French, German, Russian, Chinese, Portuguese, and Italian. Then 20 in total.
- Mobile versions – Phones and tablets.
- Construct compatibility – Add engagement measure, strengths measure, etc.
- Wellbeing resources for organisations.

What's in WoW's future?

- 20 million users.
- Expand our partnership base.
- Further psychometric validation (test-retest reliability, construct & criterion validity).
- Used in research studies.
  - Professions study (10 year longitudinal)
- Social media and newsletters.

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