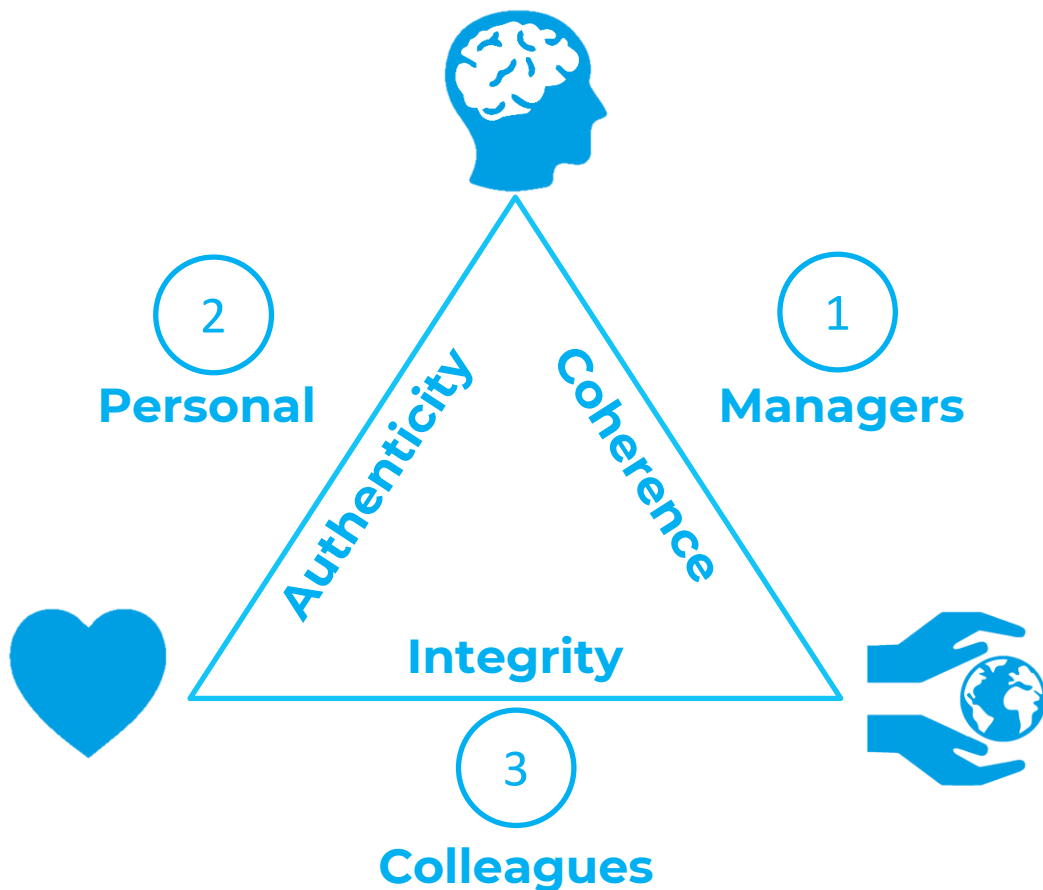


## PURPOSE 3D INDEX





barcelona

**Chair in Management  
by Missions and  
Corporate Purpose**



The 3D index is a metric of the experience of purpose that is integrated into employee climate or employee experience surveys through three questions:

EXPERIENCE OF PURPOSE (3D INDEX)	Source
1. <b>Management's behavior</b> is consistent with the company's purpose/mission	Adapted from Marimon, F., Mas-Machuca, M., & Rey, C. (2016). Assessing the internalization of the mission. <i>Industrial Management &amp; Data Systems</i> .
2. The purpose/mission of my company is <b>aligned with my personal values</b>	
3. <b>My colleagues' behavior</b> is consistent with the company's purpose/mission	

(\*) The terms "purpose/mission" may be substituted for any of the following: "purpose"; "purpose and values"; "mission"; "mission and values"; "mission and vision"; "mission, vision and values"; "purpose and mission".