



The  
Happiness  
Index

**Welcome pack for**



**The Happiness Index**

Everything you need for a successful  
survey and a better workplace culture!



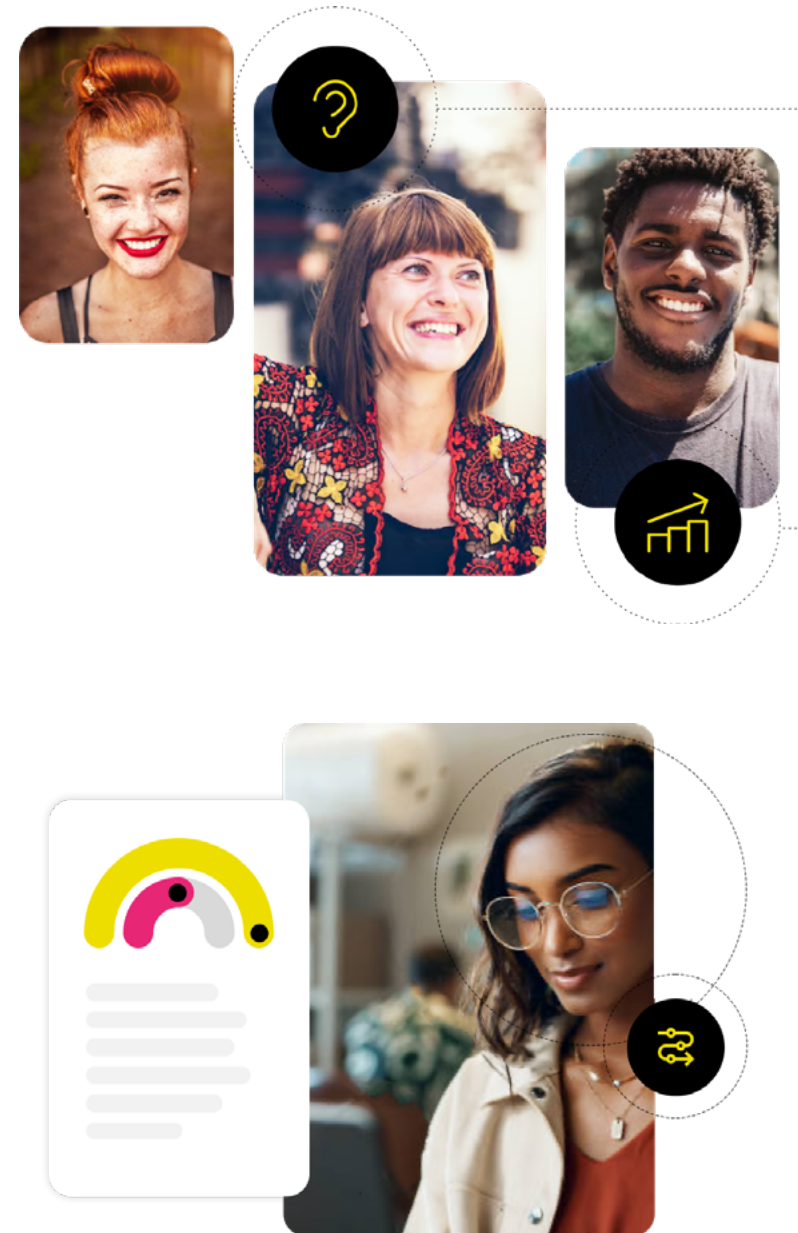
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Your employee engagement  
and happiness partner

The  
Happiness  
Index



We're thrilled to welcome you to Try It! Let's unlock the power of your workplace culture.

## Why measure your culture?

Understanding your organisation's culture is key to creating a positive and productive environment. By measuring your people's engagement and happiness, you gain the insights to make informed decisions. This drives performance, wellbeing, and overall success. [More on this on the next page...](#)

## Your welcome pack

To get you started, we've created a welcome pack with essential tools:

- **Employee communications advice:** Learn how to communicate effectively about the survey: maximising participation and honest feedback.
- **Survey delivery guidance:** Clear steps for distributing the survey to your team.
- **Results analysis guidance:** Learn how to interpret your data and extract valuable insights.
- **Action planning tips:** Practical advice on using survey results to build a more engaged, happier, and more productive workforce.

Welcome aboard! We're here to help you cultivate a thriving culture.

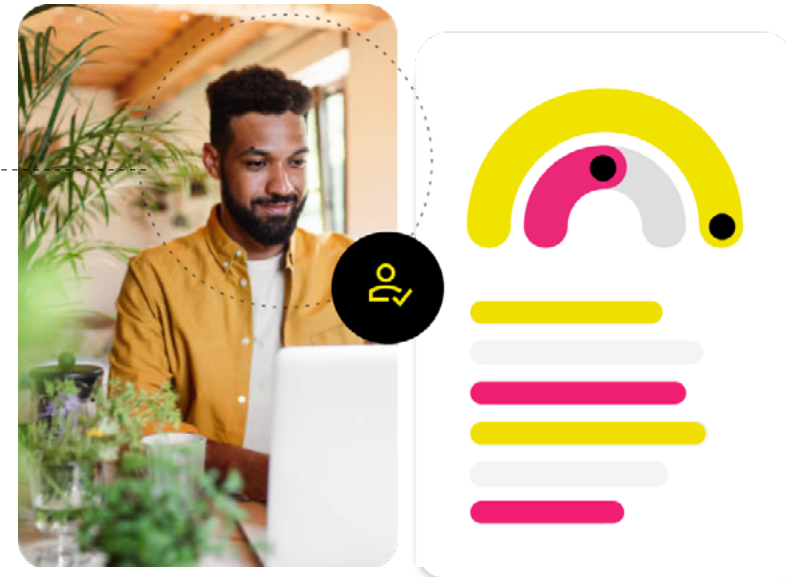


# Why you should measure engagement *and* happiness

For years organisations have focused on engagement and ignored happiness. It is essential to measure both for cultural and business success.

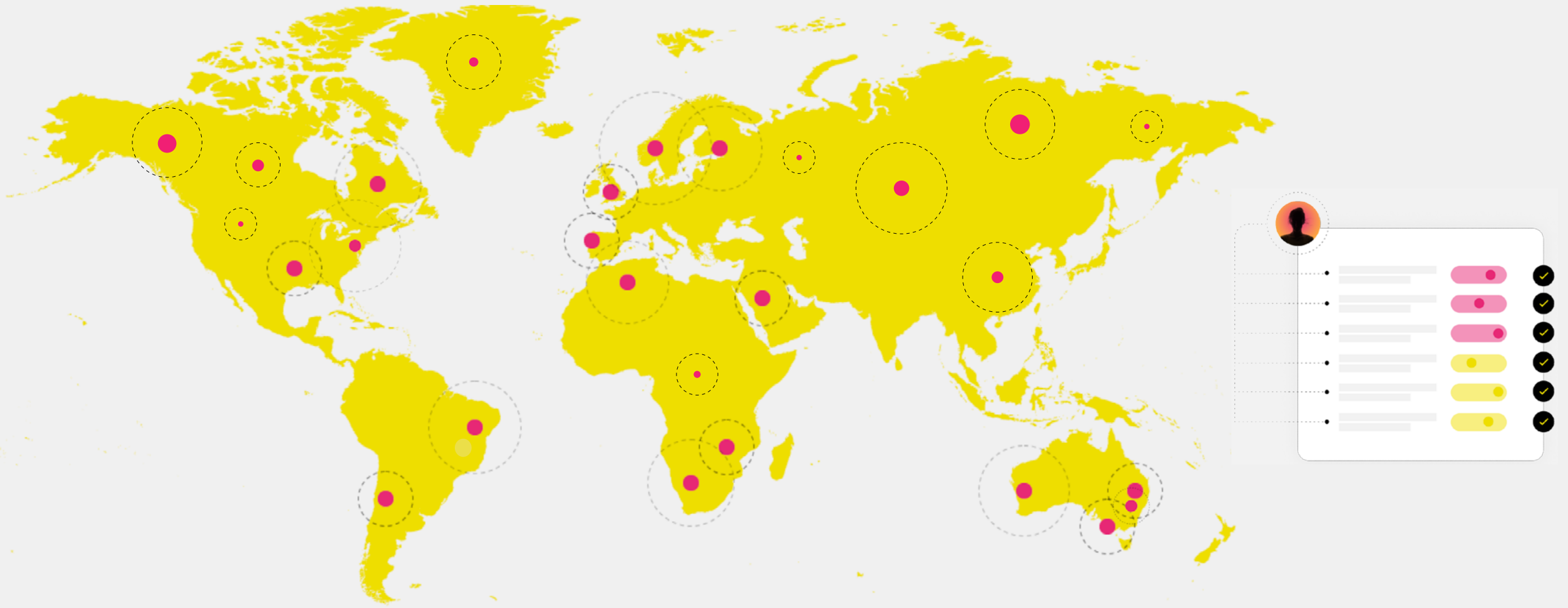
Understanding employee engagement and happiness is key to driving wellbeing and performance - which leads to many benefits, including:

- ✓ **Recruitment** - Hiring people is expensive, let your culture do the talking and bring the best talent to you.
- ✓ **Retention** - Create an environment where your best people thrive and they won't need to be replaced.
- ✓ **Productivity** - Ensure your team has what they want and need to deliver for your organisation.
- ✓ **Growth** - Give your team the tools they need to unlock their potential so they grow with you.
- ✓ **Creativity** - Empower your people to do their best work so they can deliver real business results.
- ✓ **Cultural health** - Create a culture that drives employee wellbeing, leading to better mental health, fewer sick days and greater output.





Insights based on **data**



# 50 million+

data points collected and analysed

✓ 5 million employees

✓ 170+ countries

Let's get clear on what your free trial with The Happiness Index includes – it's designed to give you a powerful taste of how we can transform your understanding of your people.

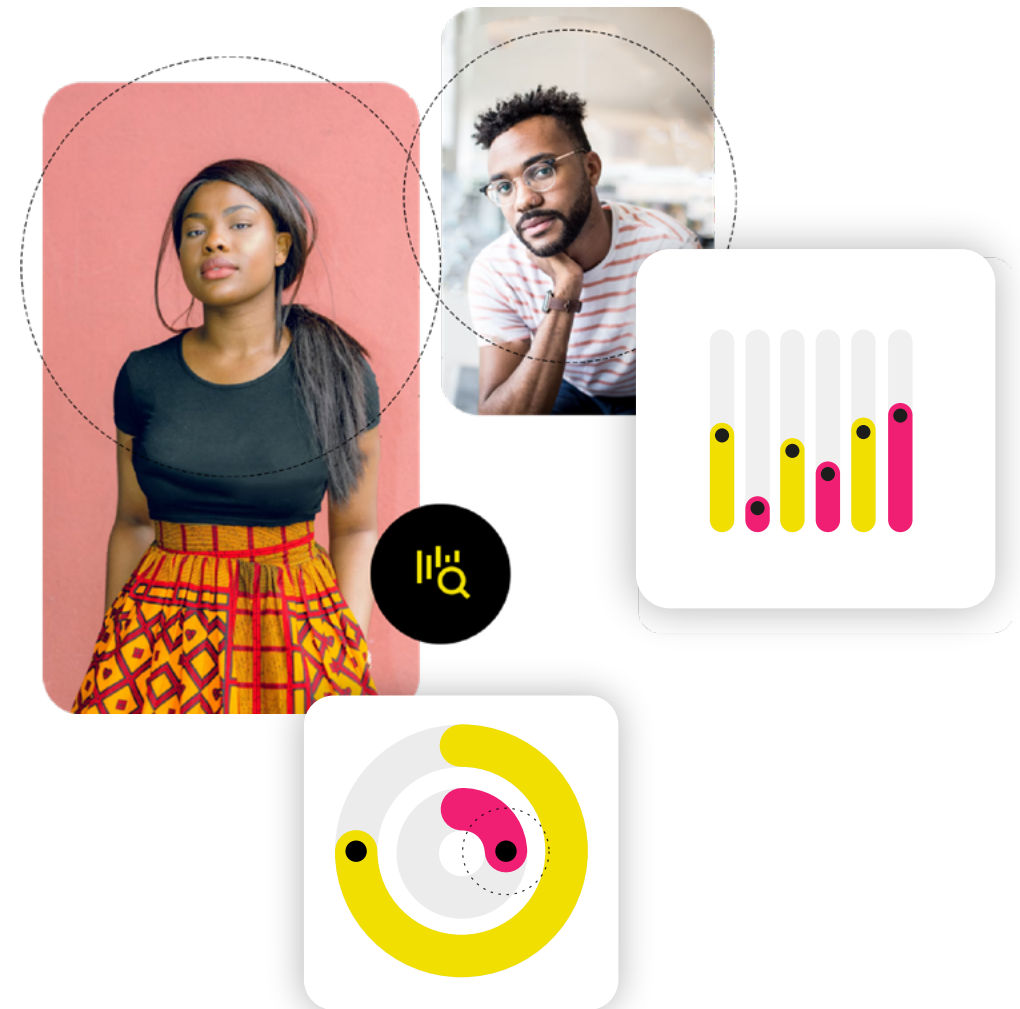
Here's what you'll get:

- Two months of full platform access from the moment you receive your log in.
- The ability to send our Cultural Assessment survey to up to 250 employees provides a robust measure of workplace happiness and engagement.
- Complete access to the Cultural Assessment online dashboard – your hub for insightful data.
- The power to filter your results using our predefined filters enables you to dig deeper and uncover key nuances.
- Full access to our Knowledge Hub. It's packed with user guides (including helpful how-to videos), practical advice on communicating the survey effectively with your employees, and action planning guidance and frameworks.

We're here to help you make the most of your trial

If you need any support beyond what the Knowledge Hub offers, please don't hesitate to reach out to us.

We're excited for you to experience the impact of The Happiness Index!



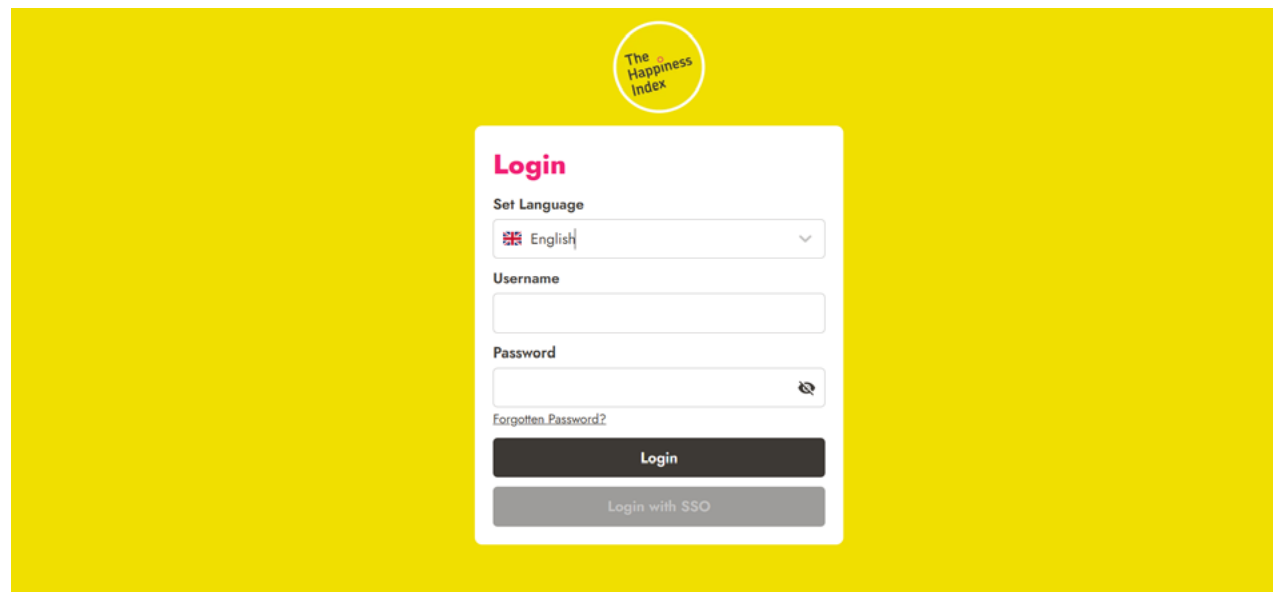


## Accessing **your platform**

In this section, we'll guide you through accessing your platform and show you what your first login will look like.



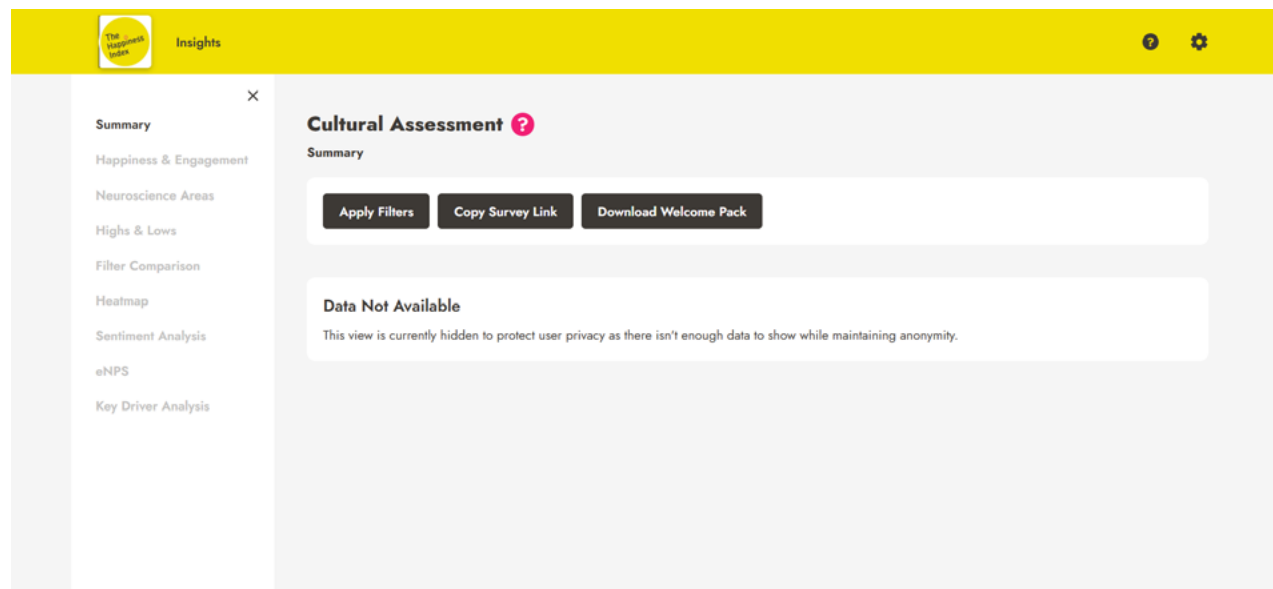
## Login screen



The login screen features a yellow background with a circular logo in the top right corner that reads "The Happiness Index". In the center, there is a white login form with the title "Login" in pink. The form includes a "Set Language" dropdown menu currently set to "English", a "Username" input field, a "Password" input field with a toggle for visibility, a "Forgotten Password?" link, a dark grey "Login" button, and a light grey "Login with SSO" button.

Let's get you logged in – just enter your username and password. You can select your language on the login page or change it after you're in the platform.

## Landing page



The landing page has a yellow header bar with the "The Happiness Index" logo and the word "Insights" on the left, and a help icon and settings gear on the right. A sidebar on the left lists navigation options: Summary, Happiness & Engagement, Neuroscience Areas, Highs & Lows, Filter Comparison, Heatmap, Sentiment Analysis, eNPS, and Key Driver Analysis. The main content area is titled "Cultural Assessment" with a question mark icon and a "Summary" sub-header. It contains three buttons: "Apply Filters", "Copy Survey Link", and "Download Welcome Pack". Below these is a "Data Not Available" message stating: "This view is currently hidden to protect user privacy as there isn't enough data to show while maintaining anonymity."

When you enter the platform for the first time, a message appears explaining you have no data available. Don't worry. You just need to invite people to take the survey and the data will come pouring in!



## Employee communications

This section details how to get the best possible survey results by talking to your employees before sending out survey invites, and setting expectations.



## Example email wording: 2 weeks before launch date

**Subject:** Your Voice Matters: Share your thoughts in our upcoming survey

Hi [Employee's Name],

We're excited to announce that our employee engagement and happiness survey is launching soon! We're partnering with The Happiness Index to bring you this vital opportunity to share your feedback.

### *Why is your feedback so important?*

Your insights are vital for shaping a workplace where everyone feels valued, motivated, and heard. This survey gives you a platform to share your thoughts on all aspects of your work experience.

### *What are the benefits of taking part?*

- **Empowerment:** Your feedback directly influences decisions that impact your daily work and overall experience.
- **Improvement:** By pinpointing what we do well and where we can improve, we can create a more supportive and effective workplace.
- **Transparency:** Your participation ensures your voice is part of an open and honest conversation about our work environment. It's quick! We estimate the survey will take approximately 5 minutes.
- **Engagement:** Engaged employees are happier and more productive. They contribute to a more positive and collaborative culture.

### *What can you expect?*

- **Confidentiality:** We'll ask for your name and email to register on the survey platform, but rest assured, your responses will be completely anonymous. We'll only use the data to improve our workplace.
- **Ease of participation:** The survey is straightforward and will only take 5 minutes of your time to complete.

### *Want to know more?*

Your participation is crucial in helping us understand your needs so we can better support you.

By taking part, you'll contribute to a more positive and engaging workplace for everyone.

We'll share more details soon about how and when to participate.

Thanks for your time!  
[Your name, your position]

## Example email wording: 1 week before launch date



**Subject:** One Week to Go: Your Chance to Shape Our Culture

Hi [Employee's Name],

Just one week until our Employee Engagement and Happiness Survey launches! We want to give you a quick heads-up on what to expect and why your input matters.

### **What to expect:**

- **Your voice matters:** Your responses are completely anonymous. We're committed to using your feedback to build a better work environment.
- **Quick and easy:** The survey is designed to be user-friendly and should only take about 5 minutes to complete.
- **Tell us how you feel:** You'll be asked 22 questions about your engagement and happiness at work. You can rate your experience and share your thoughts.
- **It's quick!** We estimate the survey will take approximately 5 minutes.

### *Want to know more?*

- **Empowerment:** Your feedback directly shapes decisions that affect your daily work and experience.
- **Improvement:** By understanding what we do well and where we can grow, we can create a more supportive and effective workplace.
- **Transparency:** Your participation fosters open and honest conversations about our work environment.
- **Happiness drives success:** Engaged and happy employees are more productive and contribute to a more positive, collaborative culture. Remember, research shows a clear link between employee happiness and business outcomes!

### **Survey launch date:**

The survey will be live from [start date] to [end date]. Please mark your calendar!

Your participation is vital in helping us build a brilliant workplace for everyone.

Just a few minutes of your time *will* make a real difference.

Thanks for your time!  
[Your name, your position]

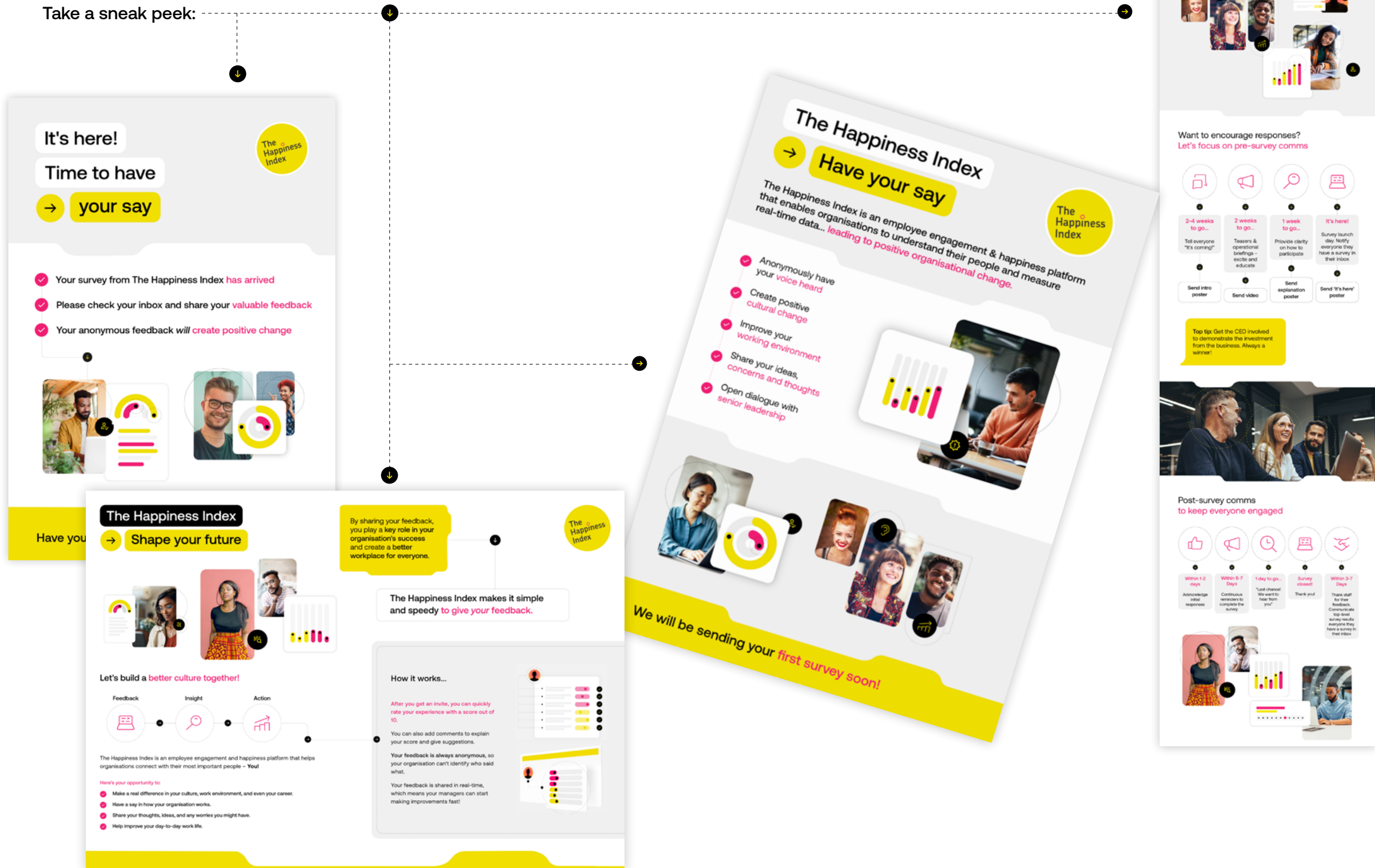


# Pre-survey comms: Posters



You can find the posters in the Knowledge Hub – just [click here](#) →

Take a sneak peek:





## Sending your **survey invites**

We'll show you how to distribute your survey link, where to locate it, and provide example invite wording, and example wording for you invites.



## How to send out your survey invites

The survey link can be distributed to a maximum of 250 employees.

You can distribute the link via:

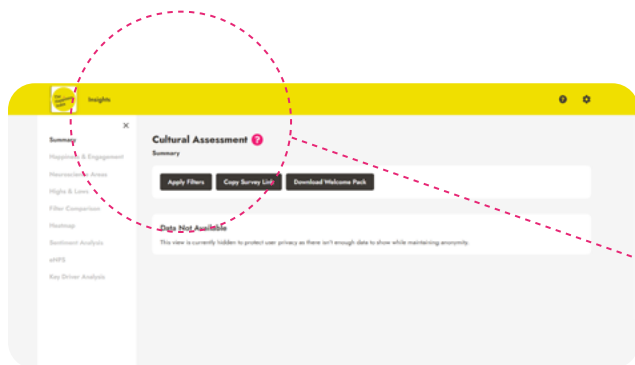
- Email (template wording is provided in the Welcome Pack).
- Text.
- WhatsApp.
- Internal communication platforms such as Slack or Teams.

Reminder invitations are important to maximise response rates. We recommend the following schedule:

- 1st reminder: 7 days after the initial invitation (example wording is included in the Welcome Pack).
- 2nd reminder: 10 days after the initial invitation (example wording is included in the Welcome Pack).

We suggest sending a closing email to employees to inform them that the survey is complete and outline the subsequent steps (example wording is provided on pg 10).

## Where to find your survey link



You'll find the survey link in the top left corner. To invite your people, we suggest using the wording in this welcome pack. Just copy the link into your email and send it from your usual provider.

## Example wording: Initial survey invite

**Subject:** Your Voice Matters! Quick Employee Engagement & Happiness Survey

Hi [Employee's Name],

We're excited to launch our Employee Engagement and Happiness Survey, and we really want your input to help shape our future together.

**Why your thoughts are gold:**

- Your insights are key to building a workplace where everyone feels valued, motivated, and truly heard.
- This is your chance to share your honest feedback on all aspects of your experience here.

**What's in it for you?**

- **Empowerment:** Your feedback directly influences decisions that affect your daily work and overall experience.
- **Improvement:** By pinpointing what we do well and where we can grow, we'll create a more supportive and effective place to work.
- **Transparency:** Your voice contributes to an open and honest conversation about our work environment.
- **Engagement:** Engaged employees are happier, more productive, and help create a more positive and collaborative vibe.

**Your privacy is our priority:**

Your responses will be completely anonymous. We're committed to keeping your data safe and using it only to improve our workplace.

**How to get involved:**

Just click the link below to access the survey. It only takes about 5 minutes, and it's open until [end date].

[Survey Link]

Your participation means the world to us!

By giving us a few minutes of your time, you'll be helping us build a better workplace for everyone.

Cheers!

[Your name, your position]

## Example wording: First reminder invite

**Subject:** Employee Engagement and Happiness Survey – Your Feedback Counts

Hi [Employee's Name],

A friendly reminder to participate in our employee engagement and happiness Survey! Your feedback is essential in helping us shape a positive work environment.

### Important points:

- **Your privacy is our priority:** Your responses will be completely anonymous. The data will be used solely to improve our workplace.
- **Ready to go?** Click here: [Survey Link]. It takes approximately 5 minutes, and you've got until [end date].

Your contribution is invaluable! Thank you for helping us build a better workplace for all.

Kind regards,  
[Your name, your position]

## Example wording: Second reminder invite

**Subject:** Last Call: Share Your Thoughts in Our Employee Survey

Hi [Employee's Name],

Just a quick nudge – this is your final chance to take part in our Employee Engagement and Happiness Survey. We really value your feedback; it's key to making this an even better place for everyone.

Rest assured, your responses are completely anonymous, and we'll only use the results to improve our workplace.

### Ready to share your views?

Click the link below to start the survey. It's only a 5-minute investment in a better future, and it's open until [end date].

[Survey Link]

Your input makes a real difference – thanks for helping us build a great workplace!

Cheers,  
[Your name, your position]

## Example wording: 'Survey is closed'



**Subject:** Employee Survey Now Closed: Thanks For Your Input!

Hi [Employee's Name],

We're sending a heartfelt thank you to everyone who participated in the Employee Engagement and Happiness Survey. We've now closed the survey and are keen to start analysing the valuable feedback you've provided.

### Why your feedback is key

- **Your insights are essential** in our ongoing journey to create a workplace where everyone feels valued, motivated, and has a voice.
- **This survey was your opportunity to share** your honest perspective on all aspects of your experience here.

### What happens next?

- We'll be taking a deep dive into the survey data to identify the key themes and areas for focus.
- We'll ensure you're kept informed by sharing the overall findings with you in the coming weeks.
- Based on what you've told us, we'll develop and put into action plans to address areas where we can improve and build on our strengths.

### Our commitment

- We're dedicated to using your feedback to drive positive change, enhance your work experience, and cultivate a positive and productive workplace culture.
- Your contribution is invaluable, and we appreciate your time and effort in sharing your thoughts with us.

Thank you once more for your participation and for your part in shaping the success of our organisation.

Best wishes,  
[Your name, your position]



## The respondent journey

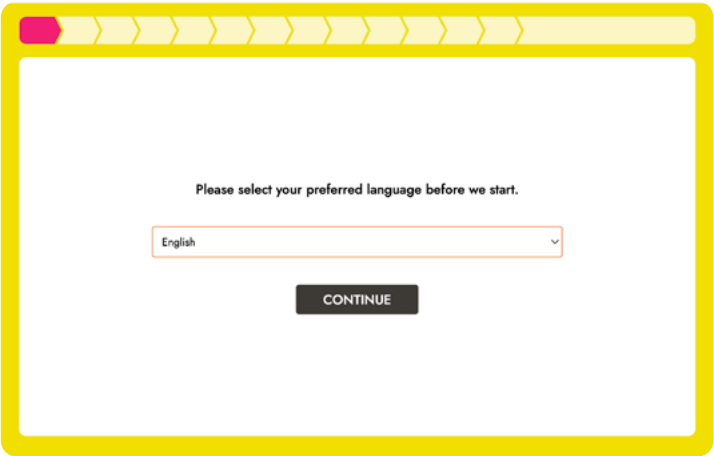
This section gives you a preview of the survey, so you can see the employee journey from start to finish.



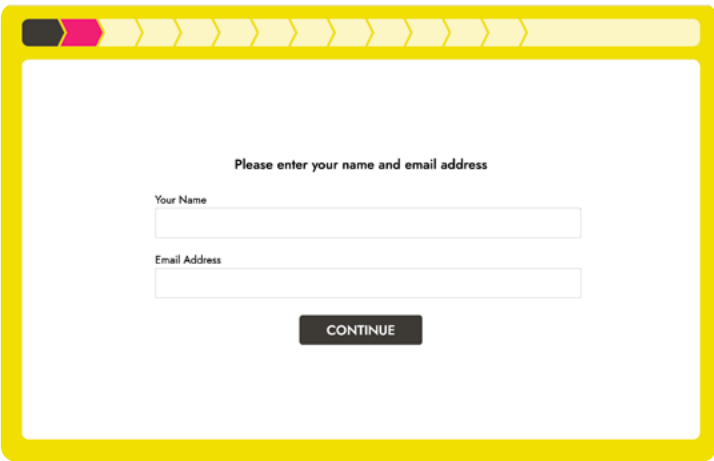
# Respondent journey

Here's the survey journey for your employees:

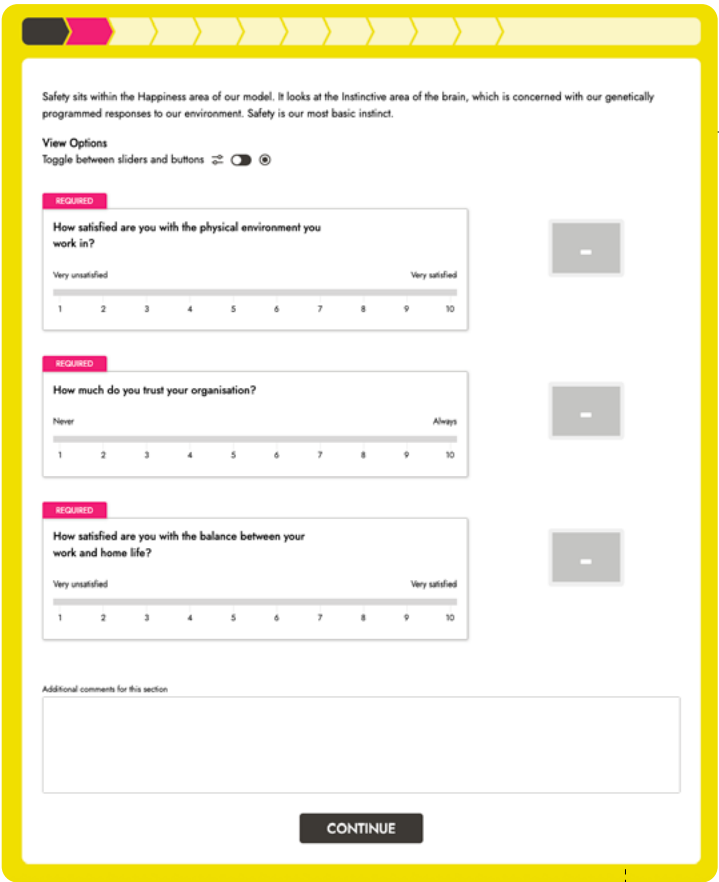
1. They choose their preferred language. Simple.



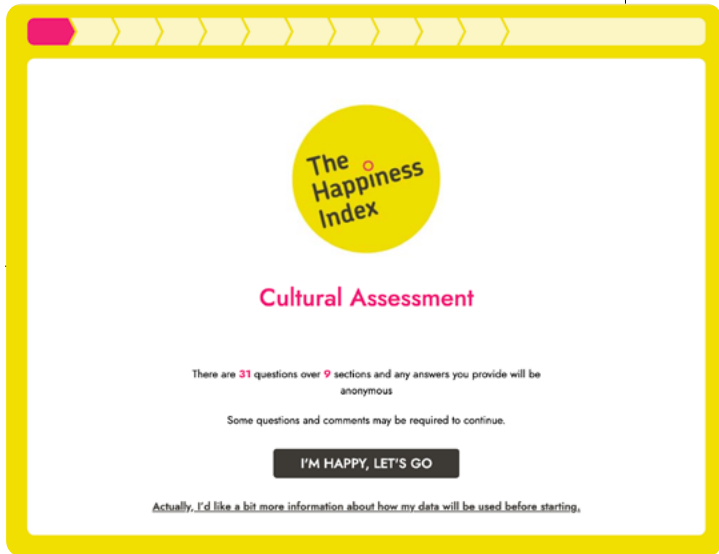
2. They create their profile with their name and email.



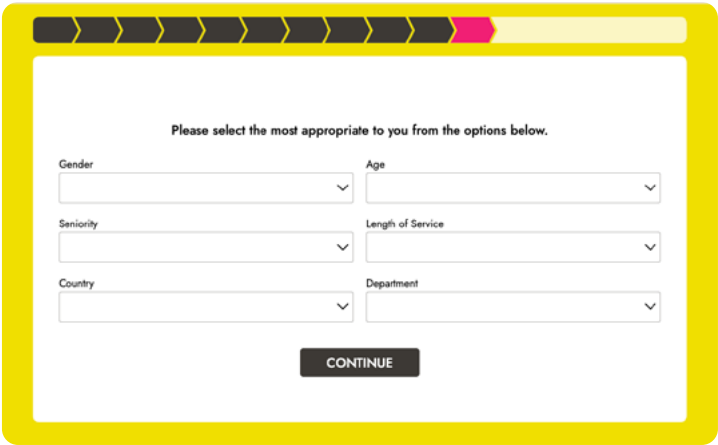
4. They complete the survey.



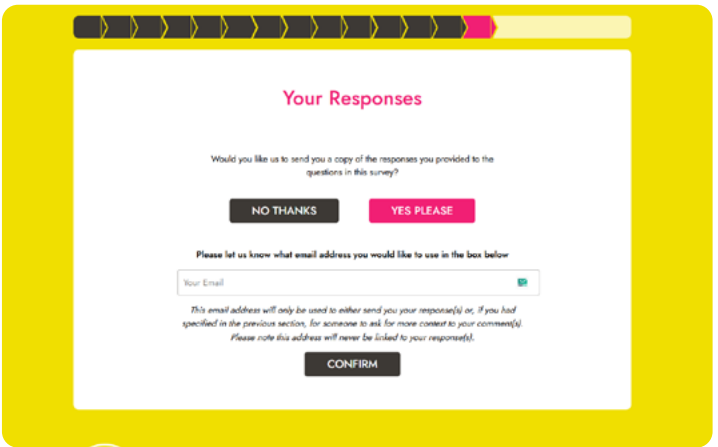
3. They're taken to the survey intro page.



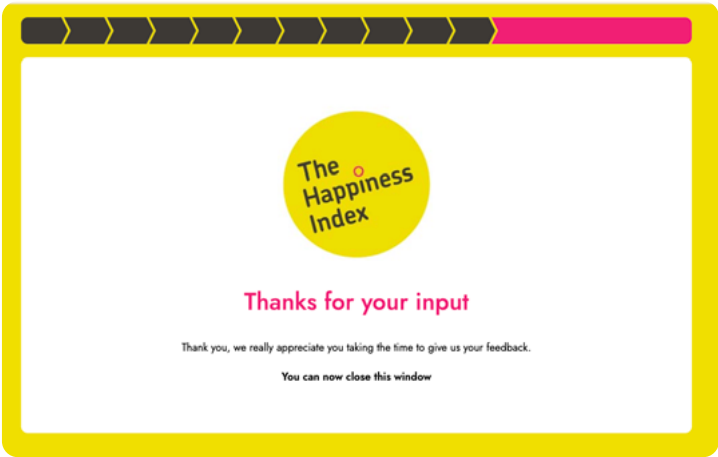
5. They add their filter information to finish their profile.



6. Decide if you want to receive your survey results via email.



7. They see the "thank you" message when they're done.



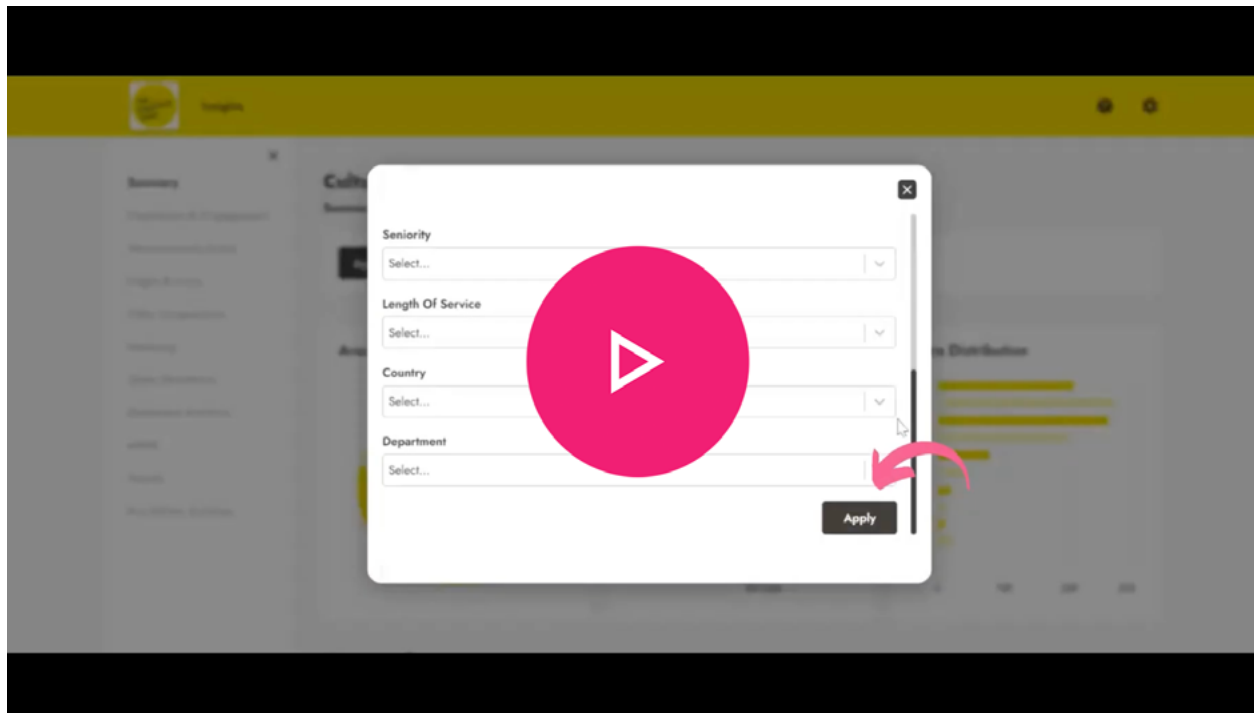


# How to analyse the results

Understanding your results is key! Here's a video guide to help you analyse your insights.

*Curious to learn more?* We've made a short video to explain everything. Watch it by clicking the play button below.

You can easily add this video to your post-survey comms emails.



To help you with action planning, we’ve included a link to a relevant Knowledge Hub article and a tried-and-tested framework in this section.

Want to know more about action plans?

The full article is in the Knowledge Hub. [Click here to read it →](#)

Grab the Action Planning template from the Knowledge Hub... [Just click here →](#)

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Search for advice...

All Collections > Practical > Action Plan > Action plan framework

Action plan framework

At The Happiness Index we love simplicity and clarity and this is particularly important when it comes to action planning. To support you with your action planning we have included an action planning framework that allows you to focus on three key follow up areas:

Download our Action Planning Framework - PDF

Download our Action Planning Framework - Excel

Questions to ask before you get started on action planning

When we say action planning, we mean taking the data you’ve gathered and turning it into a roadmap of actionable steps. These should include policies and programmes but also communications and further opportunities for feedback.

Our platform makes it super easy to take all the data you’ve gathered and transform it into meaningful actions.

Here are some questions you could ask yourself before you begin:

How does my plan feed into my wider people objectives?

Your action plan doesn’t stand in a vacuum. You need to make sure it makes sense in the wider context of your HR or People strategy. Otherwise, your team might be pulling in different directions.

Considerations:

• What are the most important areas for me to focus on?

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Questions to ask before you get started on action planning

How does my plan feed into my wider people objectives?

What data do I need before I get started?

Who should be involved in my action plan?

What will timelines look like for this project?

What might stop us from achieving our goals?

What does success look like?

Creating your action plan

The Happiness Index

The purpose of this action planning framework is to help you analyse your insight and identify; areas to celebrate, opportunities for improvement and areas where you need to investigate further. When action planning at The Happiness Index we like to think about; what would we like to continue to do, what would we like to start doing and what we should stop doing.

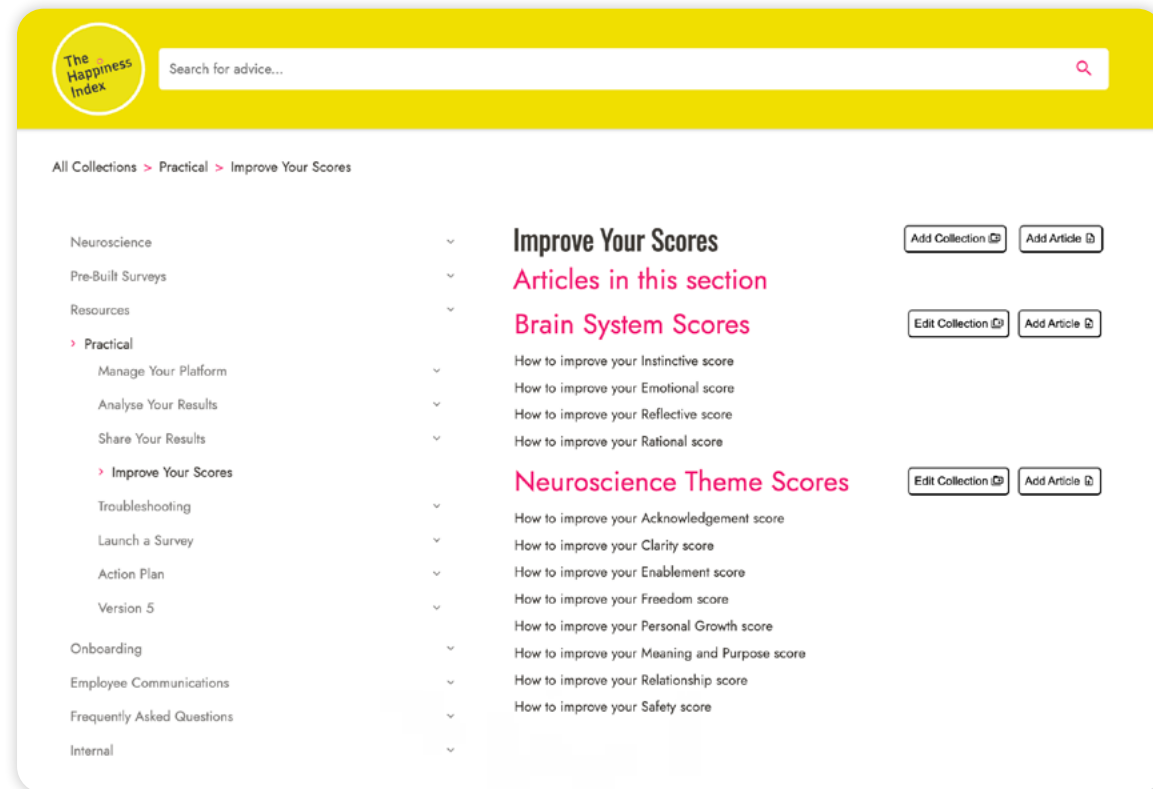
	PRIORITISE 3 AREAS FOR ACTION	TIMESCALE	OWNER	RESOURCES REQUIRED	TARGET / MEASURE OF SUCCESS
PRIORITY 1					
PRIORITY 2					
PRIORITY 3					



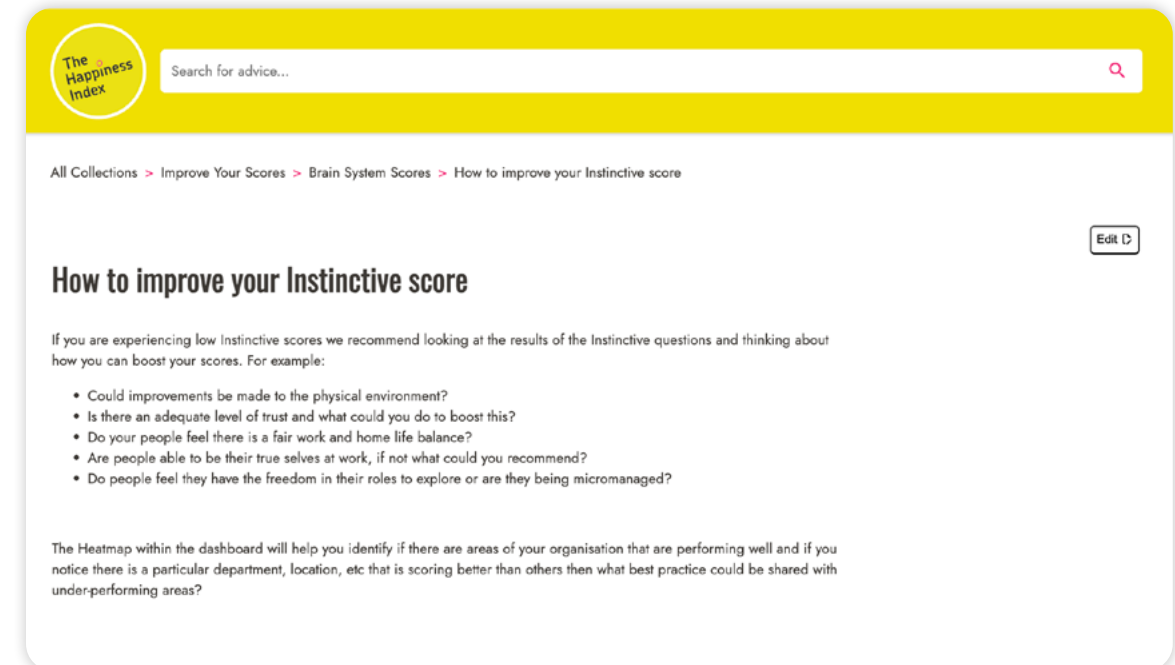
# How to improve your scores

Want to improve your scores? This section links you to our Knowledge Hub, where you'll discover lots of helpful articles.

The Knowledge Hub has a whole section dedicated to improving your scores – you can [access it here →](#)



Here is an example article:



Your employee engagement  
and happiness partner



It's super important to communicate the survey findings, so we've created a guide to help you do this well with your employees.

Want to share your results like a pro? We've got an article in the Knowledge Hub to guide you – [just click here →](#)

The Happiness Index

Search for advice...

Q

All Collections > Practical > Share Your Results > How to effectively share your results

Edit

## How to effectively share your results

### Make it timely

- Once you have got your feedback report, ensure that you share that information in a timely manner. The sooner you do it, the more impact and relevance it will have.

### Prepare

- Plan the meeting – what is the best forum to share the results for your team? Face to face is always best. If you manage a remote team, use the best communication method you've got.
- Make sure you know your story.
- Ensure you can tell it simply.
- Let your team know this information is coming so they can come with an open mind to discuss and debate.

### Set the context

- Be clear on why your organisation has asked for feedback this way and explain the aim of the programme. Remind your team of the context; such as what was going on at the time the feedback was asked for.

### Give thanks

- Explain that we can only make this a better place to work with your feedback. Remind people that this is anonymous. Thank them for their openness and honesty. Reinforce the importance of giving feedback – this programme is just one way to get it. Encourage people to use all avenues such as 121s, appraisals, daily feedback, team meetings etc.

#### Table of contents

- Make it timely
- Prepare
- Set the context
- Give thanks
- Be honest
- Keep it conversational
- Focus
- Action Plan
- Follow Up
- Share





# Checklist and timeline



To help you run a smooth survey, we've put together a handy checklist and timeline.

Task	Detail	When	Done
Define objectives	Objectives for the survey have been set.	Week 1 & 2	
Communication plan	Internal communications plan in place.	Week 1 & 2	
Leadership buy-in	Leaders and managers are brought into the survey.	Week 1 & 2	
Participation group confirmed	The group of people who are to receive the survey is finalised.	Week 1 & 2	
Launch announcement	Launch email sent to build excitement.	Week 5	
Survey send out	Survey invite sent to participants.	Week 4	
Initial reminder sent	Initial reminder invite sent out.	Week 5	
Monitor participation	Keep track of response rates and promote survey participation if required.	Week 5	
Encourage participation	Have managers and team leaders remind their teams about the survey during meetings.	Week 5	
Final reminder sent	Send a final reminder email a few days before the survey closes.	Week 5	
Close survey	Email to officially close the survey and thank employees for their participation is sent.	Week 6	
Analyse data	Analysis of the results to identify key themes and insights has been done at organisational and filter level.	Week 6 & 7	
Action planning (Optional)	Develop an action plan based on the survey insights - Marked as optional as you may not wish to action plan based on the results from this 'Try it' survey.	Week 7	
Share results	The results highlighting key insights and planned actions has been communicated to employees.	Week 8	
Follow-up	Regularly update employees on the progress of the action plan.	Ongoing	
Recognition	Recognise & celebrate departments/teams who contribute to improving workplace engagement & happiness.	Ongoing	







# Our customers



**Dawn Browne**  
People & Talent Director  
@ Fuller's

“The insight The Happiness Index platform has given has been so valuable. We have managed to address a lot of the concerns raised by quickly implementing new policies and adjusting comms.”



**Paul Walker**  
Chief Operating Officer  
@ Vivobarefoot

“The single most useful employee health check and engagement tool I’ve ever used. Thank you, The Happiness Index.”

# Contact us

We'd love to stay in touch with you!

Click on the icons to follow us on our main social channels.

Alternatively:

Let's talk: +44 (0) 203 389 5977

Email us: [hello@thehappinessindex.com](mailto:hello@thehappinessindex.com)

Book a demo →



The  
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## Join our community

Are you a people professional who wants to help create thriving workplace cultures filled with happy and engaged employees?

[Join us...](#)

## Follow our journey...

All the icons are clickable hyperlinks



## Chat with one of our experts

[Request a demo](#) with one of our experts... You won't regret it

Converting culture *into performance*



