

# Romania's Healthiest Companies

## How well is your company doing?

Measuring the Organizational  
Well Being Index



# Organizational Well-Being

Individual wellbeing, employee engagement and a culture of wellbeing are linked to the performance of an organization, whether we measure it through productivity, employee retention or even its financial outcomes.

*Can we really measure how well a company is? Or how happy or emotionally healthy its employees are? Is there an instrument which can really grasp and measure all the implications?*

# Introducing the *Organizational Well-Being Index for Romania*

- The first research project looking to measure Organizational Well-Being within companies active on the Romanian market
- The first methodology involving a scientific instrument, deeply rooted in today's business culture and context

# Project owners



*Romania's leading English business publication, initiator and promoter of the project*



*The research company which will conduct the study, data analysis and reporting*



***The Faculty of Psychology and Educational Sciences (FPSE),  
University of Bucharest*** - the Master Program in  
*Organizational Health will provide the original version of the  
measurement instrument.*

***...and the most important partner – YOU – the companies participating in the  
study***



# Project scope

- Generating an Organizational Well-Being Index with the potential of becoming a well-being 'barometer' to be measured yearly within the Romanian business context
- Recognizing and acknowledging the companies with the highest global scores of organizational well-being
- Recognizing and acknowledging initiatives with excellent scores within particular dimensions of the study

# Project timeline

- **July 2016:** Announcing the study at the [HR Business Breakfast](#), where over 100 HR professionals and organizational health experts shared their insights on the value of well-being and its impact on business results.
- **Sept. 1st 2016:** The official launch of the study took place, with series of top companies in 7 leading industries invited to register for the project
- **Sept. 1st – Nov 11<sup>th</sup> 2016:** Data collection and analysis within the first round of participating companies
- **December 7 2016:** [Healthiest Companies](#) event. Business Review Magazine and D&D Research are proud to announce the preliminary results of the OWB study, the first research project to measure Organizational Well-Being using a scientific instrument, deeply rooted in today's business culture and context.
- **December 2016 – February 1 2017:** Registration for the second round of the study
- **February 1 2017 – March 15 2017:** Data collection and analysis

# Methodology

- Organizational survey, online questionnaire sent out in September-October
- The process of data collection will be done exclusively online through links distributed to the HR departments of the participating companies, which in turn will distribute them to the members of the organizations.
- Confidentiality for the answers will be guaranteed by the research company in the spirit of the European Society for Opinion and Marketing Research provisions.

# Questionnaire

18 dimensions and other sociodemographic descriptors, including:

Dimensions	
Work Pressure	Fairness
Administrative hassles	Significance
Cognitive demands	Work-family conflict
Emotional demands	Burnout
Relationship demands	Engagement
Job insecurity	Workaholism
Support from colleagues	Perceived stress
Support from supervisor	Job satisfaction
Development Opportunities	Commitment towards organization

# Targeted companies

- 7 competitive industries: **Health & Pharma, Telecom, IT&C, Professional Services, Retail, Banking & Finance, FMCG**
- In order for the survey to be a success, we aim for an attendance ratio of 50%
- A minimum of 5 major companies from each industry will be invited
- The project is open. Any company can choose to participate within the scope of the project methodology. **For details and registration, contact the Business Review team.**

# Benefits for participating companies

- ❖ Be part of the first research project looking to measure Organizational Well-Being within companies active on the Romanian market
- ❖ Get free access to a unified scientific instrument, deeply rooted in today's business culture and context
- ❖ Receive a personal OWB report for your company
- ❖ Measure and benchmark OWB within your industry as well as the entire business environment in Romania
- ❖ Get insights into the most frequent antecedents and consequences of OWB
- ❖ Gain access to the right resources for the development of effective and sustainable well-being policies for your company

# Romania's Healthiest Companies

## How well is your company doing?

Measuring the Organizational  
Well Being Index



For more information contact us at:  
[marketing@business-review.ro](mailto:marketing@business-review.ro)