

Invest in Happiness **PLACEMAKING SUMMIT**

Wednesday 26 February 2025 | The Haymarket Theatre, Basingstoke

Basingstoke
#InvestInHappiness

southcoastcps
property investment & development



Basingstoke
and Deane

Meet...



Lord Mark Price

Founder of WorkL and author of the book "Happy Economics"
WorkL

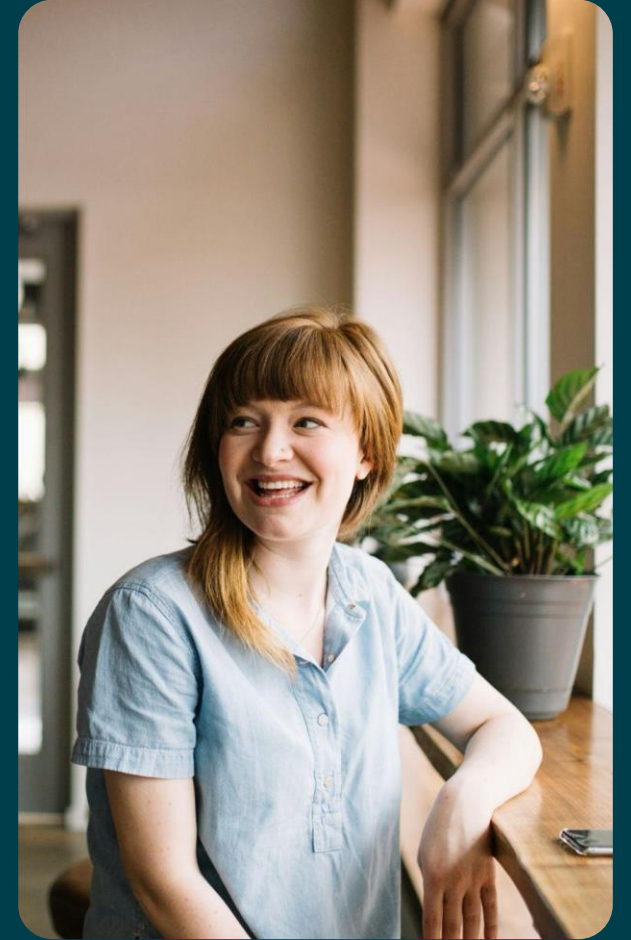
"Happiness Economics:
Fostering environments for individuals to thrive"

Happy Economics: Fostering environments for individuals to thrive.

Lord Mark Price.

Lord Mark Price & Basingstoke Borough
Council

Wednesday 26th February 2025



“The supreme purpose of the John Lewis Partnership is the happiness of the people who work there”

Lord Mark Price, Founder of WorkL



WorkL helps:

1 | Organisations to measure and improve workplace happiness.

Working with 1,000+ organisations worldwide to drive their commercial success.

- Employee Engagement Surveys
- Best Places to Work Awards
- World's Happiest Workplaces List
- Recruitment and retention

2 | Individuals to develop and be happier at work.

Millions of individuals use WorkL to have a better time at work.

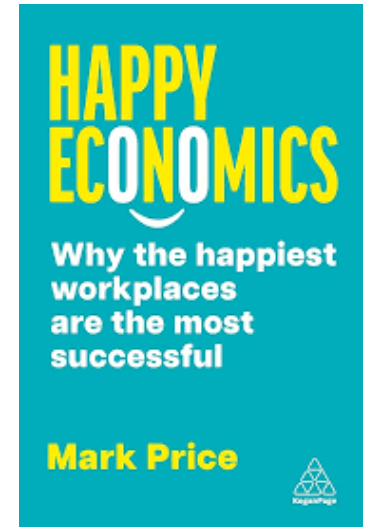
- Happy At Work Test
- World's Happiest Workplaces List
- Job Finder
- Career development

The Economics of Workplace Happiness WorkL

*“Evidence shows that **engaged and happy employees drive improved commercial performance**. In highly engaged organisations productivity, profit and earnings per share are greater. It’s better for individuals’ well-being and for society too”*

Lord Mark Price, Founder of WorkL

Happy Economics explains why happiness at work is important and explores the proven links between happiness and financial success, how to recruit happy employees and develop the right teams by being transparent and diverse and illustrates why the role of leadership in delivering the right tone of voice and driving a happy workplace is crucial.



Engaged organisations benefit from:

22%

Decrease in flight risk

23%

Increase in response rate

7%

Increase in engagement

9%

Increase in Job Satisfaction

10%

Increase in Reward and Recognition

10%

Increase in Empowerment

1 | Reward and Recognition

- I am fairly paid
- I am happy with the hours I work
- I am recognised when I do something well

2 | Information Sharing

- I have enough information to do my job well
- Information is freely and openly shared with me
- My views are heard at work
- I understand organisation's plan

3 | Empowerment

- I have what I need to do my job well
- I am allowed to make decisions
- I am trusted to make decisions

4 | Instilling Pride

- I do something worthwhile
- I feel proud to work for my organisation
- I would recommend my friends and family to work for my organisation

5 | Job Satisfaction

- I am treated with respect
- I enjoy my job
- I have a good relationship with my line manager
- I am being developed
- I work in a well run organisation

6 | Wellbeing

- My employer cares for my wellbeing
- I rarely feel anxious or depressed about work
- I am happy with my working environment
- I feel happy at work

The world's biggest employee sentiment benchmarking database.

- 100,000 organisations
- 1.5+ million employees
- 26 industries
- 195 countries



















**World's
Happiest
Workplaces**
Powered by WorkL

World's Happiest Workplaces List - click [here](#).

Organisation Ranking HAPPIEST WORKPLACES FOR YOU

Search by organisation name Country Industry Awards

Click on a organisation's name to view their current vacancies on the [Jobs Board](#).

Ranking	Organisation	Industry	Country	Awards	Happiness Score
1	BCMS Corporate	Financial Services	United Kingdom	 	99%
2	SunRail	Transportation and Logistics	United States	 	98%
3	Ruby Francis Bridal	Retail	United Kingdom	 	98%
4	Heathersett	Wholesale	United Kingdom	 	97%
5	Baxter Ireland	Health and Social Care	Ireland	 	97%
6	Afran Khorasan Kabab	Hospitality	United Arab Emirates	 	97%
7	FJB Motor Engineering	Advanced Manufacturing and Services	South Africa		96%
8	Hutchison Bus Lines	Transportation and Logistics	Canada		96%
9	Savoir Agency	Marketing and Advertising	France	 	96%
10	Roy's Lawn Care & Snowplowing	Construction and Building Materials	United States	 	96%

Overall:

**Global Workplace
Happiness: 73%**

**23% of employees have
a Wellbeing Risk**

Gen Z Flight Risk: 24%

Management in focus:

**Management : 78%
Non Management: 70%**

**Management : 20%
Non Management: 32%**

**Management : 16%
Non Management: 28%**

Do your employees go the extra mile?

Extra Discretionary Effort is a measure of how much extra effort your employees put in.

By inputting business performance metrics and costs, the tool demonstrates the potential value of improving employee engagement.

When linked to productivity, staff turnover, sick absence and commercial performance, we can calculate ROI and improvement between surveys and against industry and competitors.

This drives a happier and more productive workforce, driving commercial success and efficiency.

Tech sector case study

COMPANY X
(2,000 employees)
High Staff Turnover*
High Staff Absence*
Low Engagement Score
EDE score:
7.02

COMPANY X TAKES WORKL
SURVEY



Extra effort!

IMPROVED PERFORMANCE
Average Staff Turnover
Average Staff Absence
Engagement Score
77%
EDE score:
6.40

OPPORTUNITY
VALUE OF EDE FOR COMPANY
X
£617,000
p.a.

Savings from:

- Increased Productivity
- Increased Engagement
- Decreased Staff Turnover
- Decreased Staff Absence

* 20% higher than industry average.

WorkL

Thank you.



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