

# M3 Employee Experience Measurement

Measure Meaning. Enhance Experience. Power Potential.



**brivia**

We Make Work Better

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# What is the M3?

The M3, also known as *Most Meaningful Measures*, is a simple yet innovative tool for learning about the most important and valuable qualities of the employee experience. It identifies meaning by measuring the most meaningful aspects of their work, their team and the organization overall.



## What makes the M3 different?

### ***Meaning Drives Engagement, Performance, Well-Being and Retention***

Engagement is an output. The true source of engagement, performance, well-being and retention originates from very specific items within the employee experience. It is meaning and meaningful experiences that form the most potent force, driving motivation and optimal human performance.

The M3 is not your average employee engagement survey. It cuts through the noise, of morale, happiness, satisfaction and all the other "stuff" we've called it. This M3 zeroes in on meaning, which is at the heart of the employee experience.

The M3 equips managers and their organizations with precise data on meaning-indicators and offers guidance for taking immediate action to make the employee experience of work, more meaningful for individuals, teams and everyone in the organization.



# Key Features Include:

## ▀ *Measures Meaning to Improve Experience*

The M3 measures the most meaningful aspects of the employee experience, as it relates to their work, the team, leadership and the organization. It tunes into the employee's experience to accurately assess where, when and why employees are most engaged and doing well at work.

## ▀ *Detailed Insights are Actionable*

The M3 offers detailed insight into the highest and lowest meaning areas and provides specified data on Meaning Maximizers and the action-steps necessary for boosting meaning and meaningful experiences for everyone.

## ▀ *Research Based and Practice-Proven*

The M3 was constructed with more than 30 years of research and evidence-based practice, pertaining to meaning, motivation, intent-to-leave, engagement, well-being and performance.

## ▀ *Quick and Confidential*

The M3 takes approximately 5 minutes to complete and is fully confidential to promote the most honest and accurate responses possible.



# How does the M3 work?

All employees and their leaders are provided communication on the purpose, process and important payoffs of the M3 and offered a direct link to complete the questionnaire.

## *The M3 Report*

Once employees have completed the survey, a report is compiled and delivered to the organization's leaders and their teams. The report provides a thorough overview of Meaning Domain scores and a set of prioritized Meaning Maximizers for boosting meaning and meaningful work experiences for everyone.

## **Leader Discussion Guide and Leader Support**

All M3 Reports are accompanied with a Leader Discussion Guide, designed to provide managers and their teams with an easy-to use framework for facilitated discussion of the M3 insights. The Leader Discussion Guide provides a step-by-step process for facilitating a plan that can be actioned immediately.

In addition to a detailed M3 report and Discussion Guide, the Senior Leadership team is offered a 60-minute, live on-line session to debrief and review the report. All leaders are provided guidance on quick-wins and recommendations to quickly activate next steps.



### **Who Should Use the M3?**

Organizations and leaders who are serious about improving the employee experience towards greater engagement, well-being, performance and preferred results.

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