



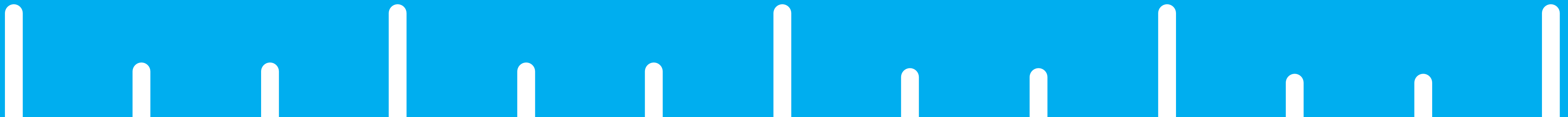
# BBetter

Fast Effective Evaluation

## Bridging the Gap

**Dr. Anat Itay-Sarig, Co-founder**

OECD World Forum 2018



# Everyone should measure wellbeing



Companies are beginning  
to see the value!



# What do businesses measure?

## Lessons from our case study

### KPI

- Financial
- Environmental
- Social

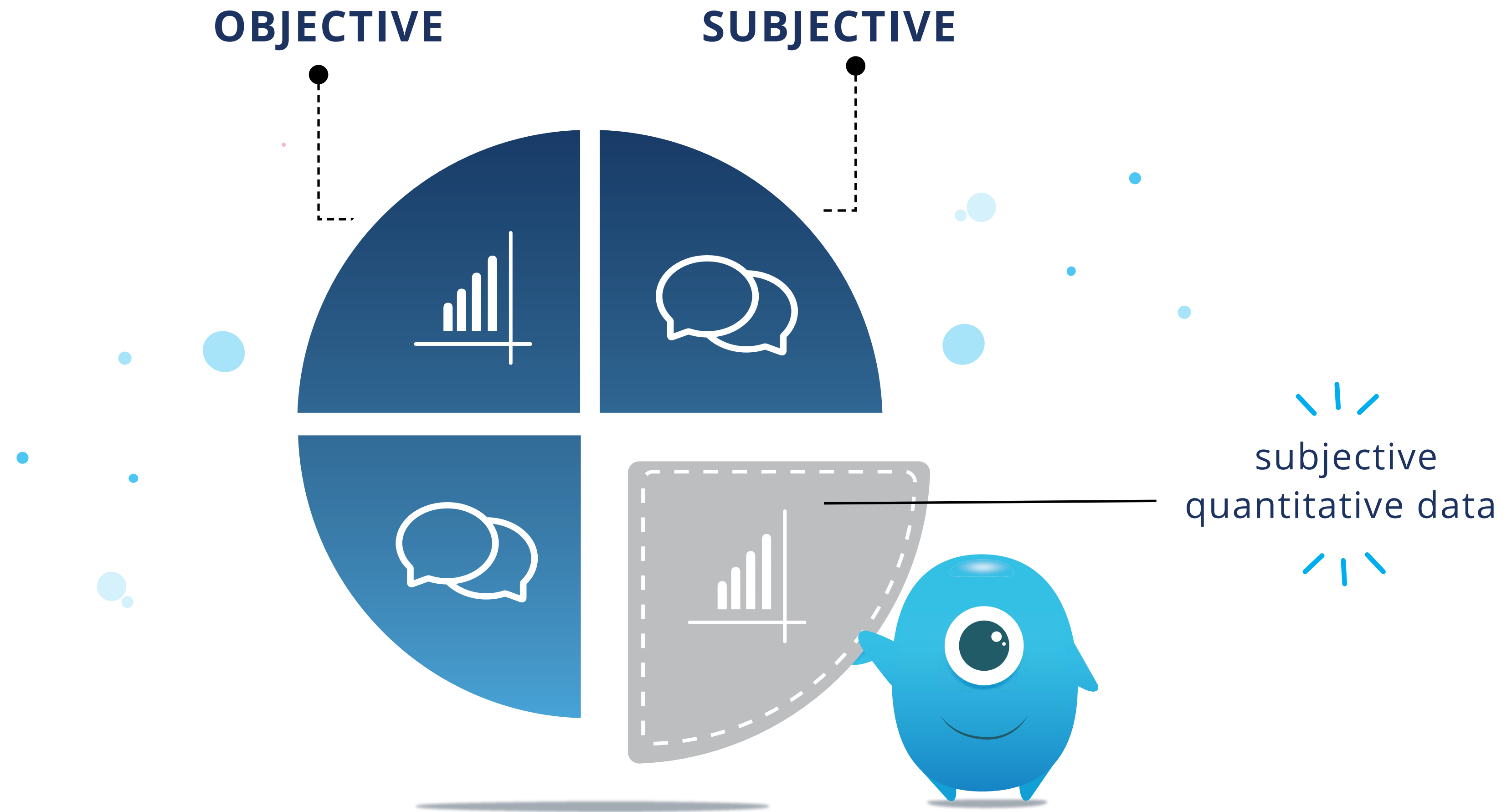
### CSR

- Employees
- SDG
- Community Impact

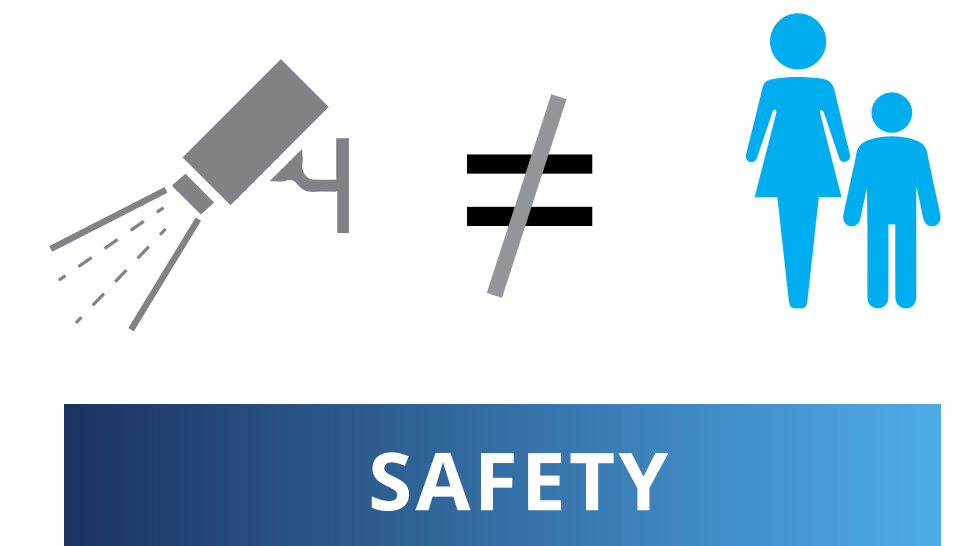
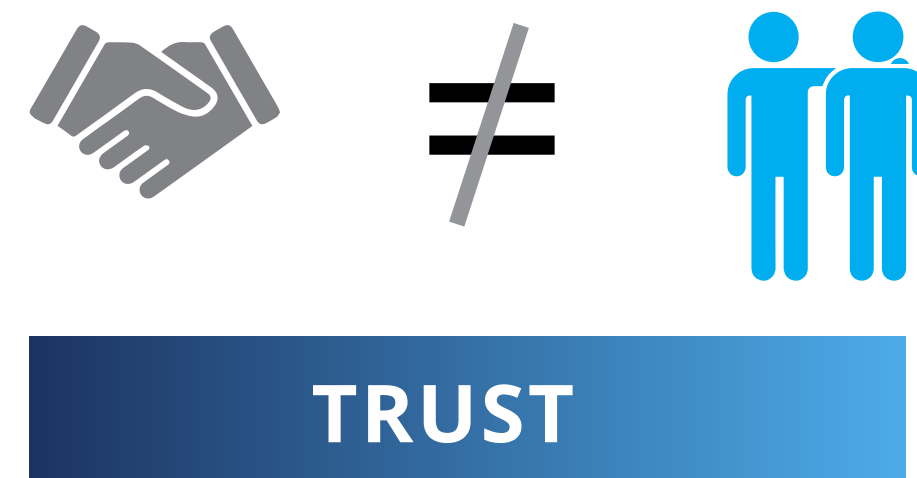
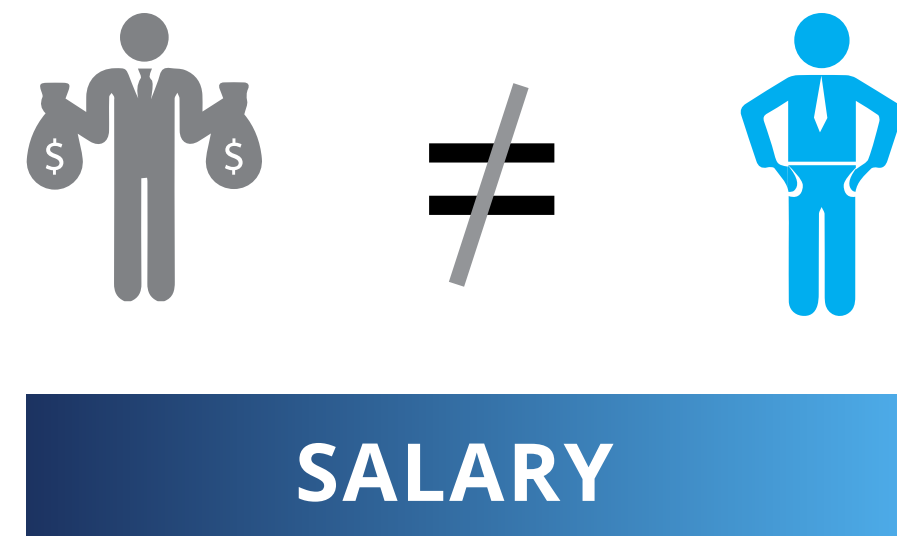
### Wellbeing

- Domains
- Elements
- Happiness

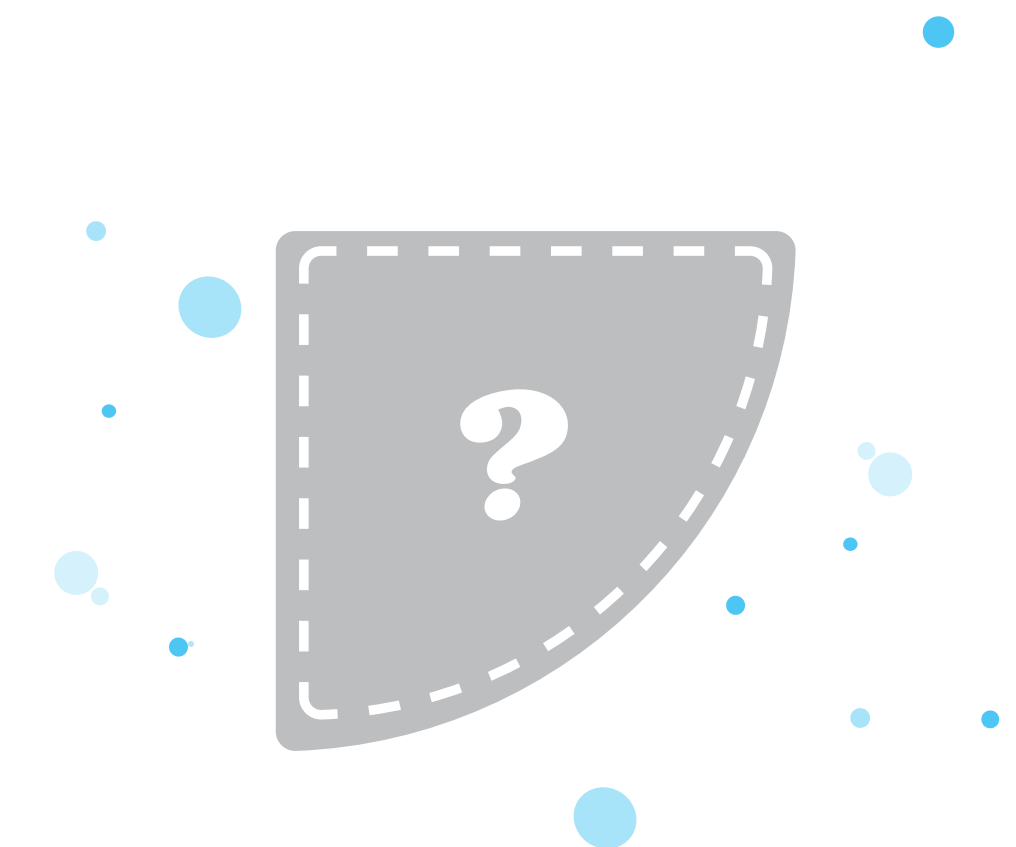
# How do they measure?



# How crucial is the missing piece?



***MIND THE WELLBEING GAP!***



# What's in it for the **workplace**?



# What's in it for company sustainability?





# What does it take?



***Public sector resources:***

OECD, SDGs, IFC and more



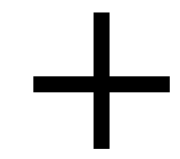
***Private sector resources:***

Digital, smart solutions

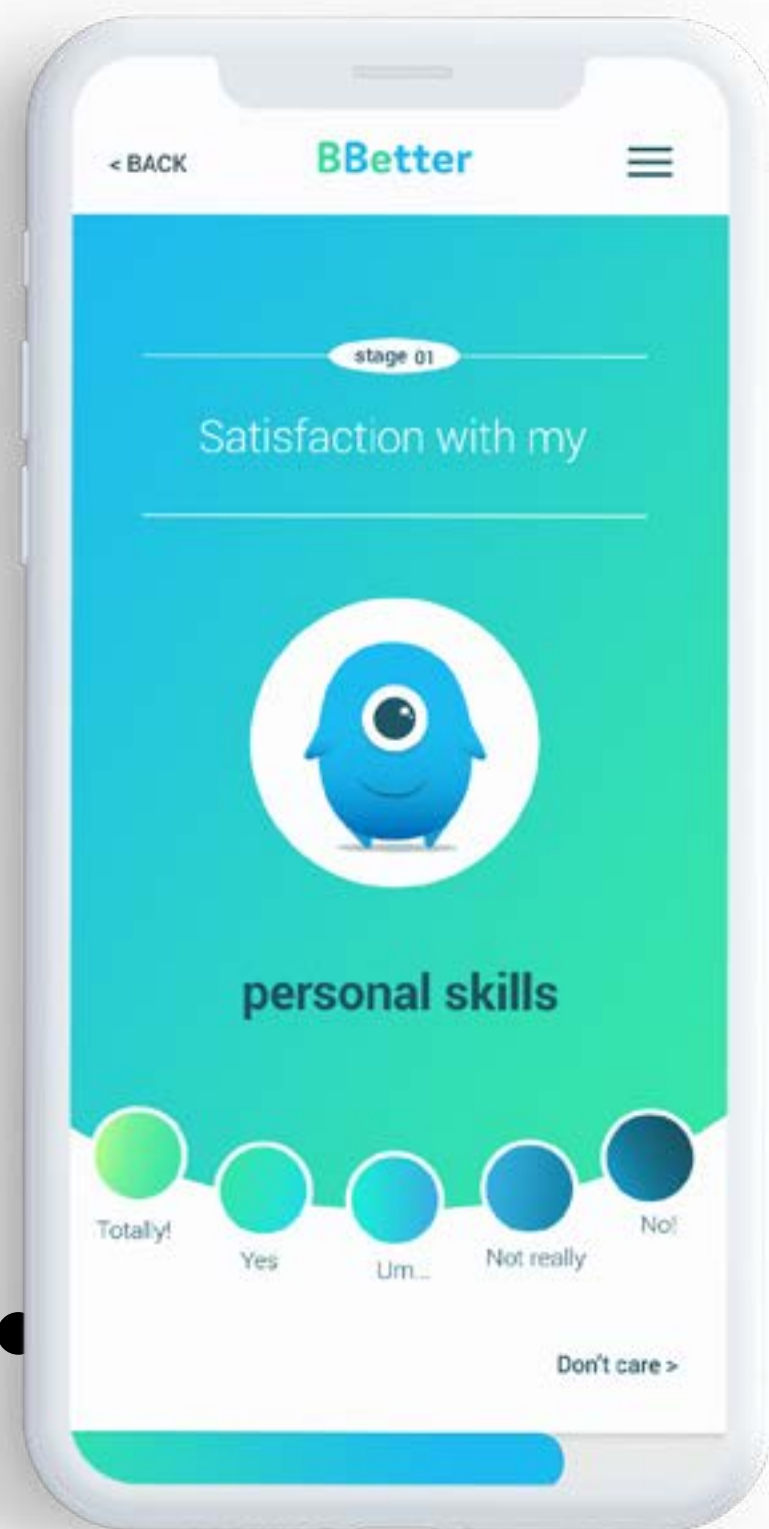


# The Process Simplified

○ Client Drivers



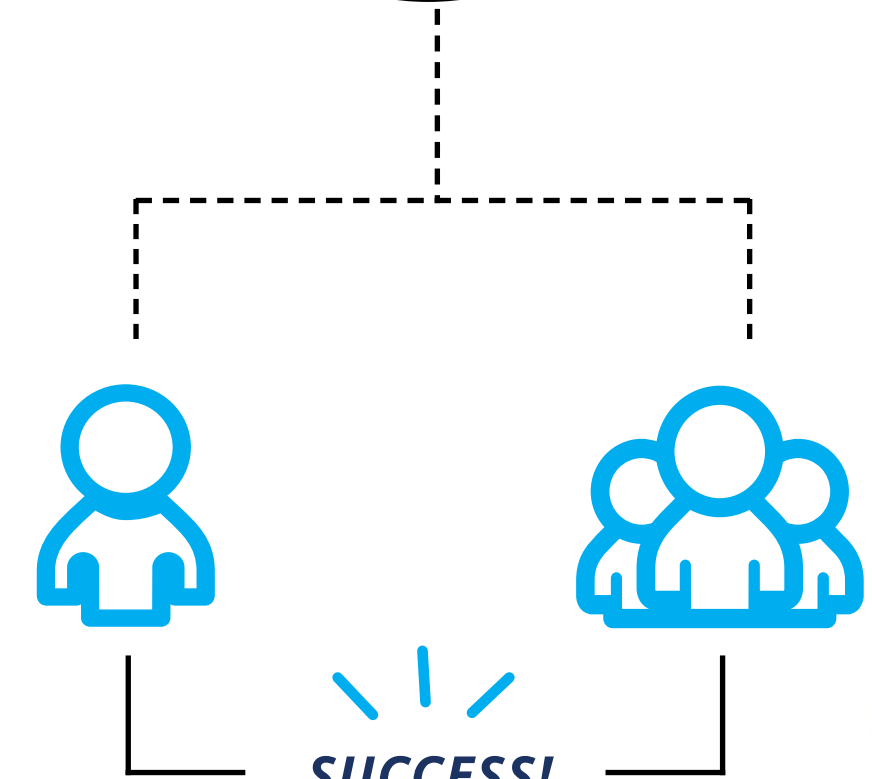
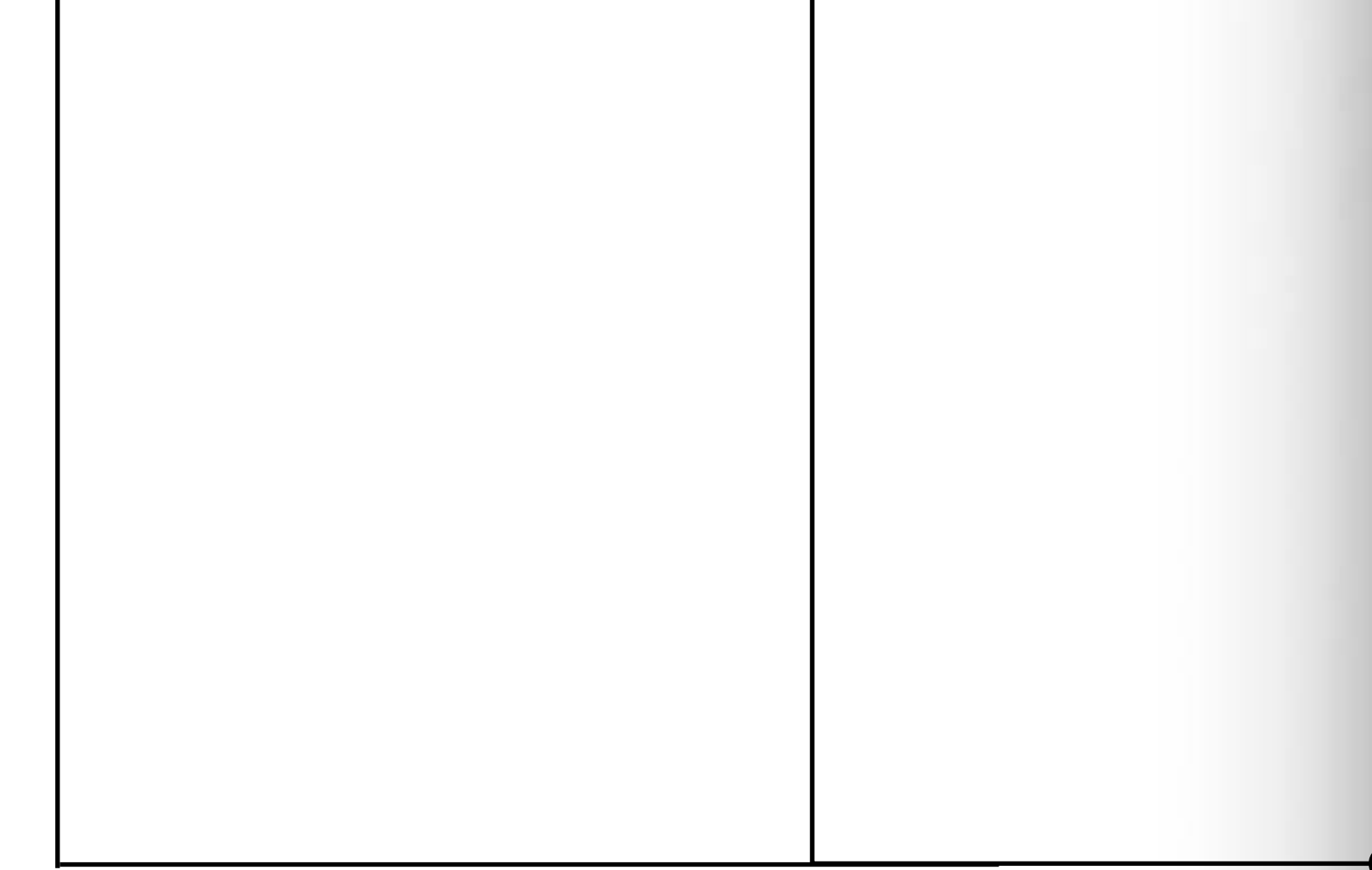
○ Wellbeing Science



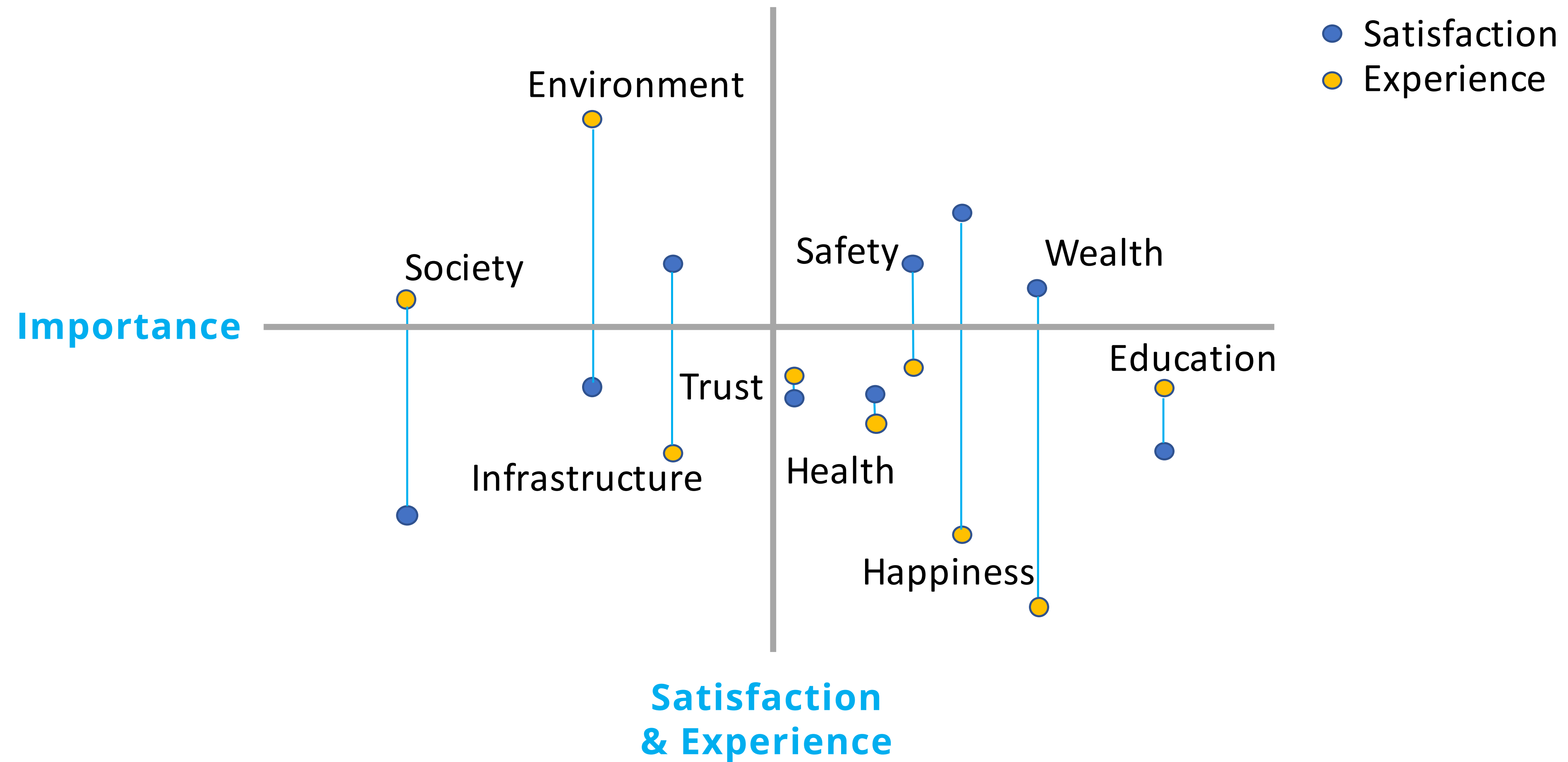
Results & Insights



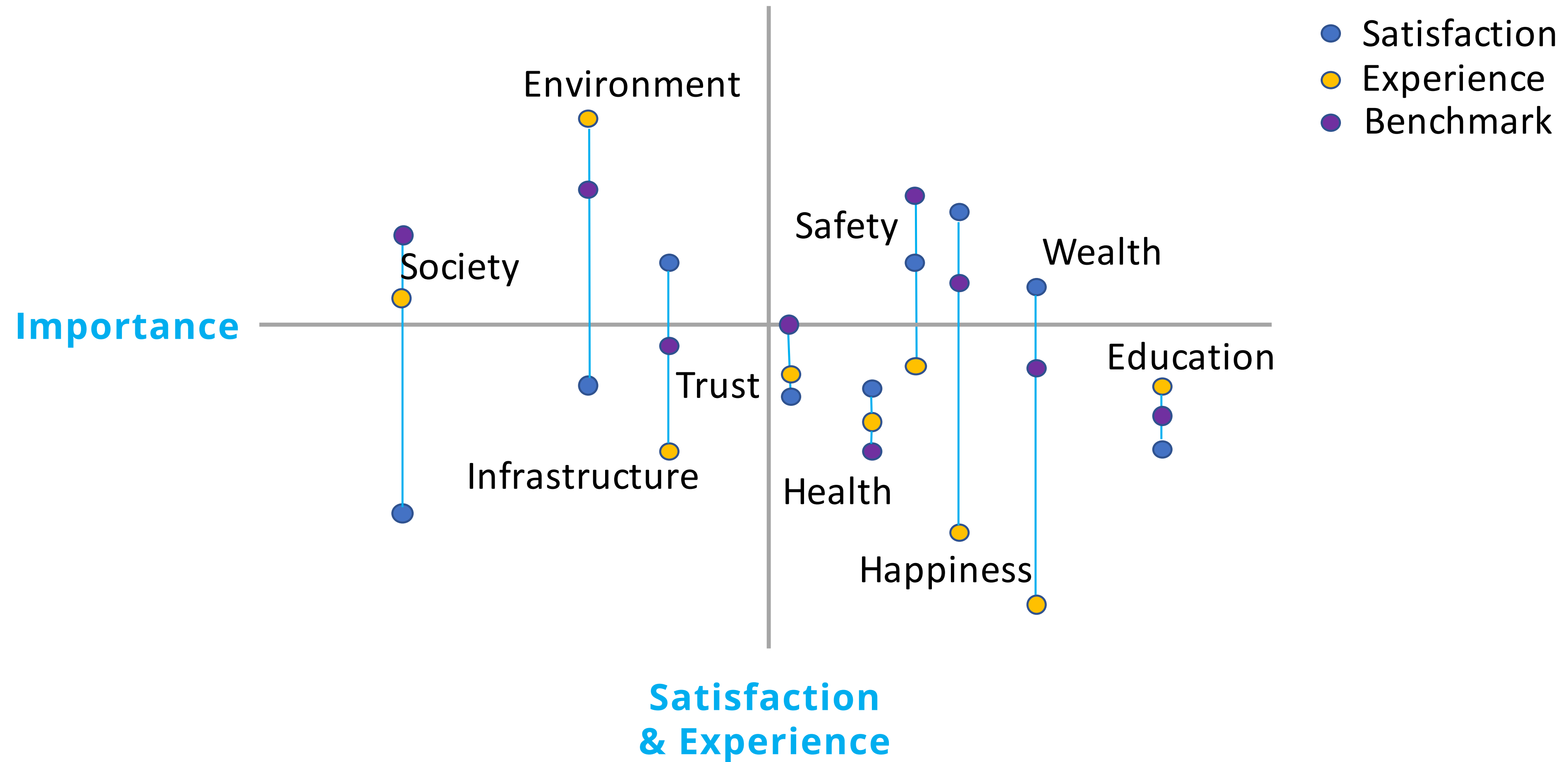
SUCCESS!



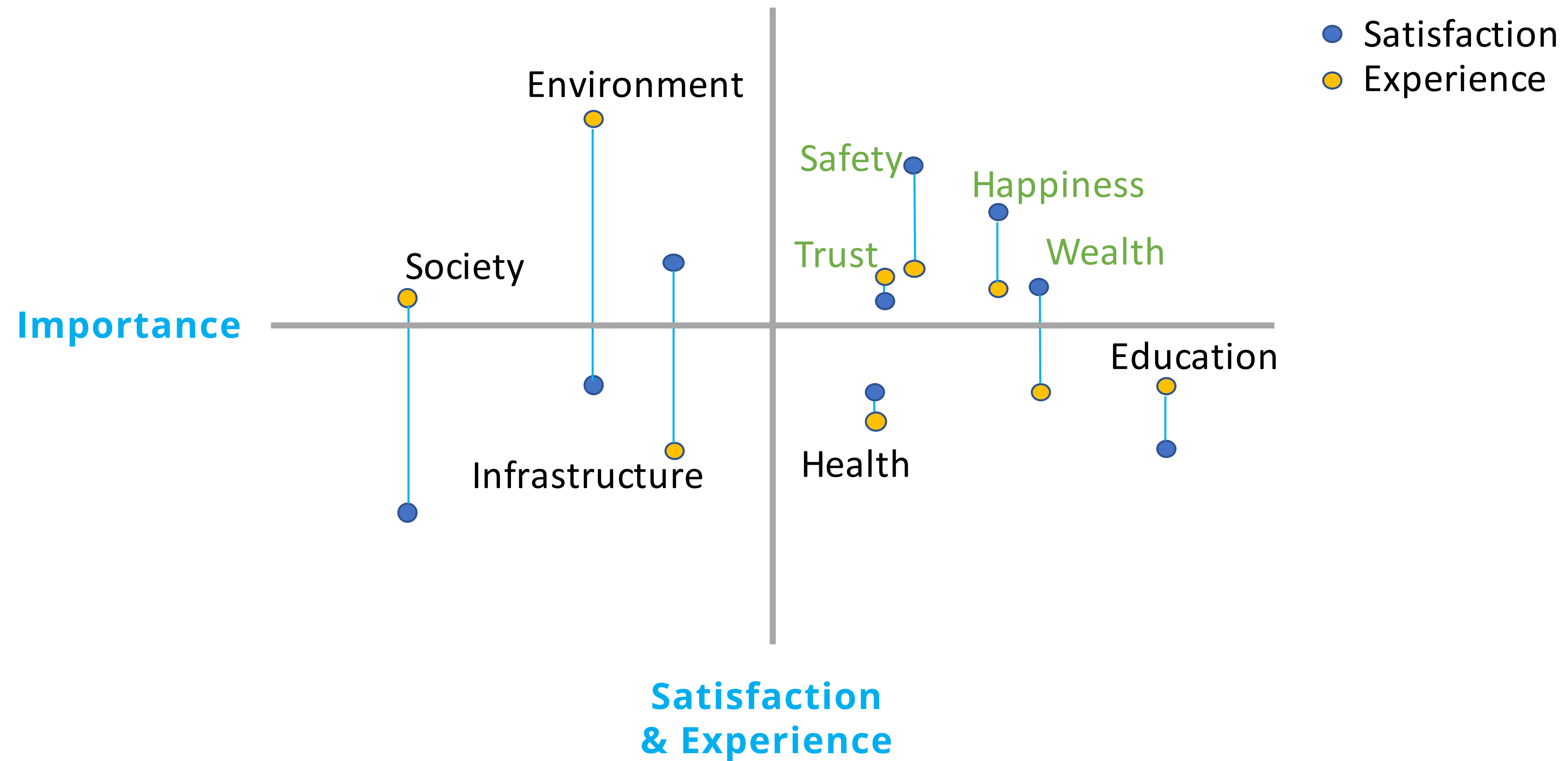
# Measurement



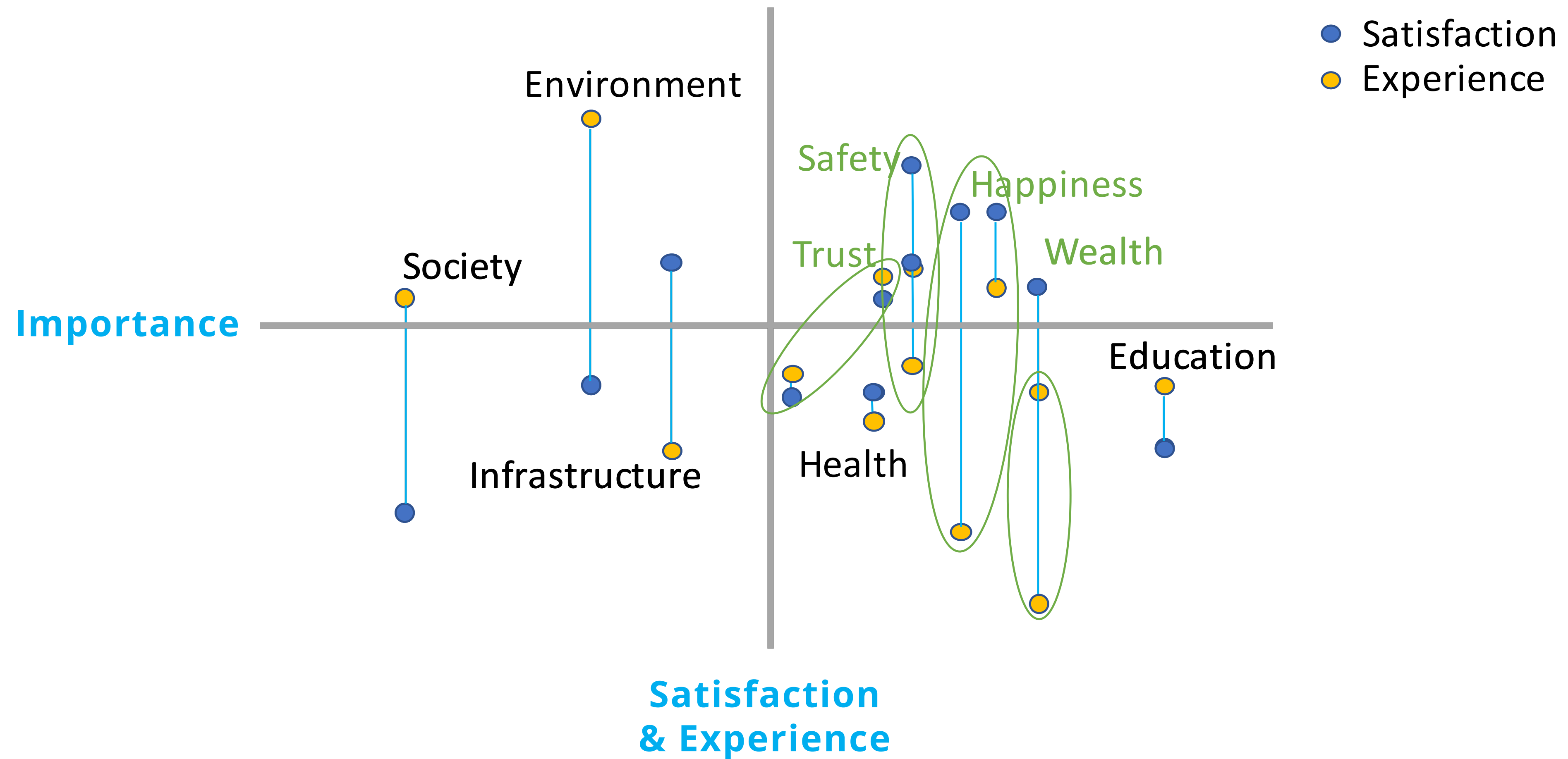
# With Benchmarks



# Remeasurement



# Remeasurement



# Current challenges

Commitment  
to the process



1

Passion to  
know better



3



*Responsibility  
for what?*

2

4



*Sharing  
results?*

# Setting a standard that is obtainable



**People matter**



**Fast effective  
evaluation**



**Data driven  
progress**





# Wellbeing is the future

## *Are you ready for it?*



**BBetter**  
Fast Effective Evaluation

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