

Culturelytics: Case study

Enhancing employee well-being in a changing workplace

Challenge

The client is a leading intergovernmental development bank with operations in nearly 40 countries across three continents, offering investment funds along with technical expertise, economic research, and policy advice. The leadership sensed that the Covid pandemic and sudden shift to a remote work environment was having a negative impact on the well-being and productivity of its employees.

Solution: AI-based well-being assessment & targeted leadership training

We supported the client in three phases:

1. Baseline assessment of current employee well-being
2. Targeted leadership training
3. Follow-up well-being assessment

1. Measure current well-being: AI-based assessment

We started by conducting an AI-powered well-being assessment to provide the client with an accurate measure of current well-being across the organisation and identify key well-being drivers and challenges.

Culturelytics uses an 8-dimension framework to provide leaders with a holistic assessment of well-being in the organisation. It includes physical, occupational, intellectual, emotional, social, environmental, spiritual, and financial well-being. This is a globally recognised framework, developed by the US Government and Harvard University.



We have developed a proprietary survey aligned to this framework and customisable to client needs. The survey is conducted using our friendly chatbot, Kaiwa, to provide an engaging experience. Findings are presented to the client in a dynamic, user-friendly dashboard.



The data-based findings then inform smart interventions to enhance employee resilience and provide an objective baseline for measuring their impact.

Key findings & insights

- Employees across different locations were facing notable well-being challenges, with low scores on all dimensions of well-being.
- Nearly half of respondents were experiencing work-related anxiety.

- Women had significantly lower well-being scores and were experiencing more fear, frustration, and anxiety than their male counterparts.
- Half of employees at the headquarters location were experiencing frustration with their work.

The new remote workplace was causing anxiety across the organisation. A situation that could potentially be compounded by exposure to new political and economic volatilities in their operational environment.

There was an urgent need to build personal resilience to help employees manage these challenges, and to help managers build authentic leadership skills and a sense of community for all employees.

2. Leadership development: e2e People Practices

To help address these challenges, Culturelytics' partner, e2e People Practices, created a bespoke learning program for selected mid-level people managers across diverse geographies, to help them build psychological resilience for themselves and their teams, address unconscious bias, and successfully manage change.

e2e People Practices is a boutique consulting firm that helps businesses build people capability. It uses cutting-edge AI-powered tools to transform learning into real behaviour change.

3. Follow up well-being assessment

Six months after the initial baseline assessment, Culturelytics conducted a follow up survey to test the results from the first round and measure progress. Key findings & Insights:

- **Physical** and **Financial** well-being continued to be the biggest challenges. The bank could enhance support for physical activity (e.g. gym memberships and time flexibility) and should widen awareness of its existing financial education resources.
- **Intellectual** and **Spiritual** well-being remained strong, indicating that the team has a strong sense of purpose and is engaged by their work challenges.
- **Emotional** well-being is a challenge in selected locations. The bank could enhance local employee assistance programs and teach managers how to spot and handle signs of poor mental health.
- **Tenure:** morale is lowest among longer-standing employees. Greater involvement and recognition for their contributions was recommended.

'The well-being study produced important insights and their engaging management workshops were very well received and have benefitted my team. I am every so grateful to Culturelytics.' [Director, Bank Regional Network](#)