



# **THE DRAGON**

**DIVERSITY &  
INCLUSION  
2024**

**AWARDS OF HAPPINESS®**

# **PURPOSE DRAGON DIVERSITY & INCLUSION**

**Reward companies that achieve  
the integration of diversity and  
inclusion**



# DRAGON DIVERSITY & INCLUSION

AWARDS OF HAPPINESS®



## PHILOSOPHY

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### OBJECTIVES

- Improve brand image of the company
- Knowledge of the fields of improvement in matters of diversity and inclusion of groups at risk of social exclusion
- Act of humility and vulnerability
- Invitation to create a current organizational culture
- Increase acquisition and retention of talent

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### COLLABORATORS

- The collaborators evaluate their company, in matters of DIVERSITY AND INCLUSION POLICIES, answering the OHT anonymously.
- Two weeks to complete the digital process.

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### OHT (ORGANIZATIONAL HAPPINESS TEST)

- The OHT is the specific survey that studies specific PILLARS of human behavior within the organization.
- 2 Pillars: Culture & Policies
- Number of questions: 25

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### HAPPINESS INDEX

- Based on the responses of the collaborators and our methodology, the HAPPINESS INDEX is obtained, which each year portrays the position of the company.

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### PSYCHODEMOGRAPHIC REPORTS

- The most detailed **Psychodemographic Happiness Indicators** on the market with rigorous data that allow establishing fields of action
- **Customizable psychodemographic indicators:** gender, generation, hierarchical level, studies, departments, place, areas, etc...

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### AWARDS OF HAPPINESS®

- Headquarters in Miami, Florida. USA.
- Model and standard endorsed in more than 25 countries.
- Over 200,000 responses surveyed.
- Proven scientific grounds.

# DRAGON DIVERSITY & INCLUSION AWARDS OF HAPPINESS®



## METHODOLOGY

### NECESSITY

Organizations work on a daily basis to embrace the universal values of justice, fairness and respect for people, thus being leaders in integrity and inclusion.

- Paradigm shift
- Integrity in action
- Encourage Collaborators to improve their knowledge of Diversity and Inclusion
- Increase commitment and involve everyone

### SOLUTION

**Awards of Happiness® Diversity & Inclusion** helps transform dynamics to act as a single team, valuing collaboration and understanding differences.

- Learning to embrace diversity and enable inclusion
- Improve Employer Branding
- Increase mutual help and team spirit
- Show courage, empathy, and humility

### CULTURE - PILLAR 1

- Know if people from Minority and Vulnerable Groups are helped
- Collaborators can express themselves freely
- Respectful, inclusive and diversity-embracing language
- Promote interaction and mixing of people
- Awareness in favor of diversity and inclusion
- Pride in the type of people that make up the organization

### POLICIES - PILLAR 2

- Defense of an inclusive work environment in favor of Minority and Vulnerable Groups
- Valuation exclusively for results and performance
- Fair compensation for people who belong to these groups
- Inclusion and diversity policies in selection processes
- Efficient communication of progress on the implementation of inclusion and diversity policies

### METHODOLOGY DETAILS

- Tested and verified with international companies
- Confidential and anonymous responses from collaborators
- Easy and direct, since the process takes two weeks
- The most detailed Psychodemographic Happiness Reports on the market