



# PURPOSE DRAGON WOMEN EMPOWERMENT

Reward companies that achieve  
gender equality



# DRAGON WOMEN EMPOWERMENT AWARDS OF HAPPINESS®



## PHILOSOPHY

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### OBJECTIVES

- Improve brand image of the company
- Knowledge of the fields of improvement in matters of equality between women and men
- 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 EQUALITY 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: 30

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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.

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## METHODOLOGY

### NECESSITY

Organizations seek equality between women and men, to:

- Get the necessary justice amongst collaborators
- Attract and retain talents
- Increase motivation
- Improve engagement and brand reputation

### SOLUTION

**Awards of Happiness® Women Empowerment by SONRISA DE BOMBAY** is the solution to finding the fields of improvement in which the organization must focus to achieve gender equality.

### CULTURE - PILLAR 1

- People defend an inclusive culture
- Assessment of women exclusively for their results
- Exquisite use of words
- Freedom of expression for women
- Equal pay for equal work
- Prevention of sexism

### POLICIES - PILLAR 2

- Improvement indicators
- Definition of a policy of equality and justice
- Leadership by managers
- Control processes
- Training on unconscious biases
- Coaching and mentoring programs
- Defined action plans

### DETALLES DE LA METODOLOGÍA

- Tested and proven with international companies
- Confidential and anonymous responses from employees
- Easy and straightforward, as the process lasts two weeks
- The most detailed Psychodemographic Reports of Happiness in the market
- **Supported by the NGO SONRISAS DE BOMBAY, which peacefully fights to transform the reality of people vulnerable to trafficking, and to achieve a world free of poverty where all people enjoy freedom, human rights, and a dignified life**