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Rosie Sargeant is a Principal in BCG's People and Organization practice area with a particular interest in helping organizations become more employee-centric to attract, grow and retain their talent and drive even better business outcomes. She is an established thought leader on this topic, with a TED Talk on [Why joy and flexibility are good for business](#) as well as having published articles in HBR such as [How generative AI can make work more fulfilling](#).