

The Engagement Institute™

Deloitte.

Insight. Innovation. Impact.

 SIROTA

New Insights into the Engagement Challenge

Employee engagement is not a new concept. Most employers recognize that engaged employees will produce more and stay longer with an organization that treats them well, listens to their needs, and helps them develop. While most organizations measure employee perceptions in some fashion, few have been successful building, sustaining, and leveraging employee engagement to drive tangible business outcomes. The challenge has intensified with the emergence of a new generation in the workforce, heightened international competition and the unparalleled pace of change in the world. It's what we call a *VUCA* world – full of *volatility, uncertainty, complexity and ambiguity*.

Unlocking People Performance through Innovation

Three leading organizations, on the cutting edge of this field, have come together to found a research community of practice engineered to advancing the impact of engagement practices to drive business results within organizations around the globe. The Conference Board, Deloitte and Sirota are pleased to announce the formation of **The Engagement Institute™**.

This research community of practice consists of cross-industry leaders who will partner with experts and work collaboratively to shape how organizations understand and drive engagement through a series of research activities and peer learning opportunities. Together, we will uncover new insights and develop new practices which drive continuous engagement improvement and quantifiable business impact.

Driving Business Impact through Membership in The Engagement Institute™

Designed for executives and business leaders focused on driving engagement and performance for their organizations, The Engagement Institute™ offers members the following opportunities and resources, depending on which type of membership is chosen:

Research Involvement <ul style="list-style-type: none"> • Participation in Research Working Group to address critical engagement business challenges • Defining the business questions, the research agenda and priorities • Partnership in the execution and delivery of results back to the research community of practice • Exclusive access to research reports for a month before wider distribution 	Repository of Collective Research & Insights		
	<ul style="list-style-type: none"> • Networking and peer learning with other world-class organizations • Learning from expert researchers in the field • Exclusive access to all content and expertise inclusive of best practice examples, articles, webinars, etc. 	Quarterly “Insight” Webinars	
		<ul style="list-style-type: none"> • Exclusive invitation to quarterly webinars featuring cutting edge research and successful practices of Institute members • Insights to build a more effective engagement culture and business impact 	“Best Practice” Learning Events/Workshops
			<ul style="list-style-type: none"> • Learning workshops aimed to provide hands-on, practical tools and skill-building sessions • Interaction with executives with “best practices” from top companies for engagement

Two Options to Become Involved in The Engagement Institute™

- Join The Engagement Institute™ as a **Research Fellow**. Research Fellows have the opportunity to guide the annual priorities, participate in our ongoing series of webinars, shape the research agenda, access our full suite of proprietary research and insights, visit top organizations to learn about their engagement practices, attend “best practice” learning events and workshops, attend our annual summit, and participate to the degree you choose in a Research Working Group (led by experts, this group brings executives together to conduct research to solve a specific business issue, identify best practices, document findings and gain insights around employee engagement). Research Fellows are the thought leaders who will drive the conversations and change the way we think about employee engagement. The only request to join is a sustaining subsidy of \$12,500 per year from each Research Fellow organization members which includes full participation of two executives.
- Join The Engagement Institute™ as an **Advisor**. Advisors have the opportunity to stay involved with The Engagement Institute™ but with no up-front fees. Throughout the year, you will have the opportunity to provide input and feedback to help shape and address the topics and challenges organizations face by participating in quarterly surveys and attending webinars.

Benefits...	As An Advisor	As A Research Fellow
Define the business questions, the research agenda and priorities for The Engagement Institute™	Provide Input & Feedback	Set the Direction; Lead the Way
Participate in Quarterly Surveys (10 min/survey)	Required	Required
Participate in Quarterly Webinars (1 hour/webinar)	Invited	Invited
Participate in a Research Working Group	N/A	Included for 2 Executives (T&E Additional)
Visit Site of “Best Practice” Organization	N/A	Included for 2 Executives (T&E Additional)
Gain access to the proprietary repository of collective research & insights of The Engagement Institute™	N/A	Included
Receive new, annual research & insights from The Engagement Institute™	Selected Highlights Only	Full Reports
Attend “Best Practice” Learning Events/Workshops	Optional: Registration Additional	2 Registrations Included (T&E Additional)
Annual Summit Attendance (Fall 2014; Washington, D.C.)	Optional: Registration Additional	2 Registrations Included (T&E Additional)

Our Mission

The Engagement Institute™ has been designed to steward the evolving process of learning and discovery around the critical business issue of employee engagement. As the environment and the conditions around us change, so will the focus areas of research and application. The Engagement Institute members will work to shape the thinking and, in turn, advance the global understanding of engagement and its impact to successfully drive business performance.

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