



# Overview of The Engagement Institute™

*Insights. Innovation. Impact.*

August 2013



## The Engagement Institute™ Is...

A **community** of employee engagement **experts and practitioners**, sponsored by The Conference Board, Deloitte and Sirota, that is **committed to advancing** the impact of **engagement practices to drive business results** within organizations around the globe

We do this through **collaboration** with leading organizations devoted to **peer learning** and advisement, **continuous improvement** and **data-driven** employee engagement **approaches**

# The Engagement Institute™ ....Turning Engagement Efforts into Performance

- Most organizations have robust employee engagement programs, but **few** have **mastered** the art of **translating engagement into organizational performance**
- *The Engagement Institute™* is committed to **helping** organizations **turn engagement into performance** by aligning critical stakeholders and organizational programs, processes, systems and policies to maximize impact of engagement efforts



# The Engagement Institute™ Provides...

- **Answers to the most complex and unsolved issues:**

- ✓ “*Annual Challenge Survey*” – Initial poll (one per year) of practitioners from leading organizations in order to determine the most common, shared and important unsolved engagement problems to study
- ✓ “*Challenge Surveys*” - 3 additional surveys (one per quarter) designed to monitor and track trends in engagement issues, support research projects and/or seek feedback on current research in progress
- ✓ Annual Executive Summary of survey responses and resultant research findings

- **Continuous learning and education opportunities:**

- ✓ Webinars designed to share latest research and insights as well as progress on the *research*
- ✓ *Annual Summit* to share study results and provide education and learning on how to immediately apply new approaches, skills and practical tools
- ✓ Facilitation of “best practice” sharing

- **Expanded networking:**

- ✓ Access to a broad and diverse pool of participating experts in engagement and other talent management strategies as well as peers who are also passionate about engagement



# The Engagement Institute™ Members Will Shape the Future

Members may choose to focus on these or other challenges:

- How do we turn engagement into performance?
- How do we better support managers as a critical lynchpin in fostering a culture of engagement?
- How do we prove the link between engagement and business performance? What are the tools and templates we could build to support this analysis? And how do we tell the story most effectively to stakeholders?
- What is the relationship of engagement to innovation? How can we use engagement to drive innovation?
- What is the relationship of engagement to productivity?
- What are the right levers we can pull to drive engagement?
- How do great companies build an engagement culture? Engaged leaders?
- How do engagement rates differ from region to region? From industry to industry? Is there a global standard? A global benchmark?



# Participation Options: The Engagement Institute™

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 Add'l)
Visit Site of “Best Practice” Organization	N/A	Included for 2 Executives (T&E Add'l)
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 Add'l	2 Registrations Included (T&E Add'l)
Annual Summit Attendance (Fall 2014; Washington, D.C.)	Optional: Registration Add'l	2 Registrations Included (T&E Add'l)



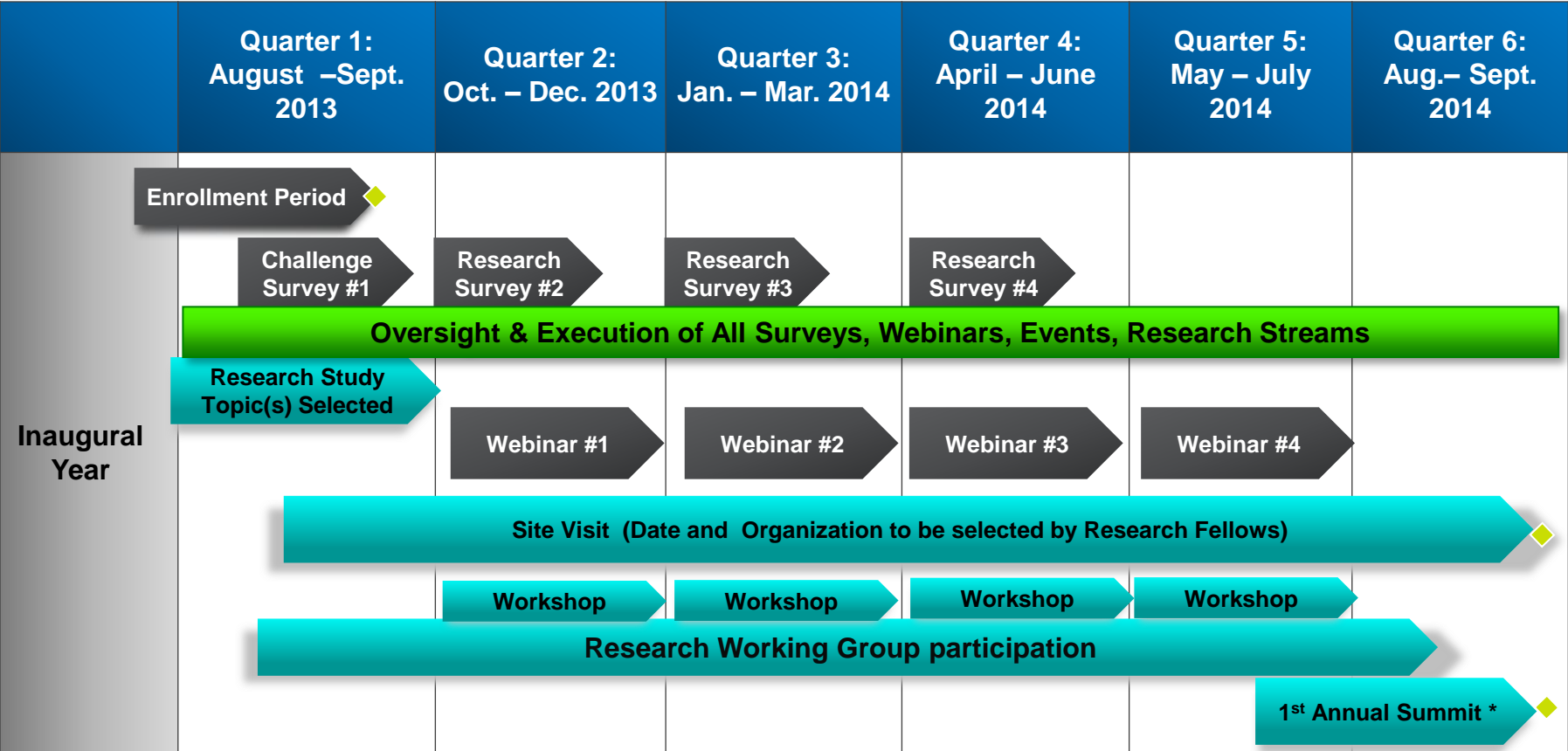
# The Engagement Institute™ 2014 Summit

- Specifically for 2014, our research findings will focus on the solution(s) for the key engagement challenge(s) identified in Fall 2013 and will be a learning experience aimed to provide hands-on, practical tools and skill-building sessions that participants will be able to use immediately back on the job.
- Sessions will feature:
  - ✓ the results of the research projects,
  - ✓ “best practices” presentations from top companies for engagement as selected by the members of the Engagement Institute
- The 2014 Engagement Institute Summit will be held in Washington, D.C. at the offices of the Partnership for Public Service Offices

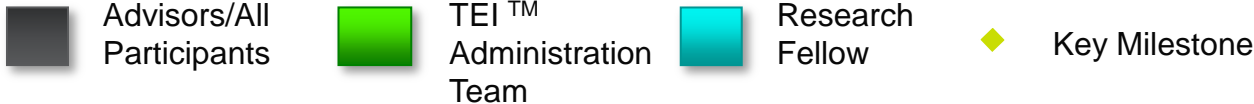




# The Engagement Institute™ Timeline @ A Glance



\*Optional for Advisors







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