

# THE CONFERENCE BOARD THE ENGAGEMENT INSTITUTE™



## New Insights into the Engagement Challenge

Employee engagement is not a new challenge. 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*. That's where we want to go with the engagement conversation...to ask the reasons behind all the engagement efforts, to articulate what really works, to demonstrate the business impact of engagement and to change the conversation itself.

## Unlocking People Performance through Innovation

In 2013, The Conference Board, Deloitte, and Sirota, came together to create a research community of practice engineered to advance the impact of engagement practices to drive business results within organizations around the globe. Now entering its fourth year, we are pleased to continue this trajectory by welcoming the 2017 cohort of Advisors and Research Fellows.

In its first year, this research community of practice focused on core issues and studied highly engaged organizations through interviews, on-site visits and data collection to determine just what these successful organizations actually do create the elusive culture of engagement, culminating in actionable insights to bring back to their respective organizations. The report, *DNA of Engagement*, captures how highly engaged cultures are built and sustained. In 2015, research fellows wanted to know more about

highly engaging leaders and what critical behaviors they need to master, and thus, selected this as the topic for 2015. In 2016, executives who have joined as Research Fellows again partnered with experts and worked collaboratively to better understand how employees “own” their engagement and how very powerful their actions can be on teams, the business imperative and the stakeholders they impact. Together, through research and peer learning, we will uncover new insights and develop new practices which drive continuous engagement improvement and quantifiable business impact.

### New in 2017!

As the US-based cohort continues to grow, we begin a new chapter with a parallel cohort of European organizations to address the specific challenges they face. For more information, please visit our website.

**Deloitte.**

**SIROTA**

**ROI INSTITUTE®**

**THE CULTUREWORKS®**  
Engagement Solved.



## Who are the members of The Engagement Institute™?

There are more than 100 members, including some of the world's top companies including Apple, Oracle, Shell, Royal Bank of Scotland, Colgate Palmolive, Hewlett-Packard, Accenture, AT&T, Caterpillar Inc., Ebay, GE, General Mills, Hilton Worldwide, Hulu, Johnson & Johnson, Mayo Clinic, Michelin North America, Inc., Microsoft, New York Life Insurance Company, Nike, Nokia Solutions and Networks, NVIDIA, PNC, Procter & Gamble, Prudential Corporation Asia, Quicken Loans, Inc., Shell, Swiss Re, Target, The Coca-Cola Company, TIAA, Unilever, UPS, WIPRO, Xerox, and Zurich Insurance. For a complete list, please visit the website.

## Two Options to become involved in The Engagement Institute™

Join **The Engagement Institute™** as a **Research Fellow...**our highest level immersion experience. Or join **The Engagement Institute™** as an **Advisor...**keeping you connected to the conversation. Learn more...

## Research Fellows shape the agenda

Research Fellows have the opportunity to guide the annual priorities, attend in-person work sessions with experts. Shape the research agenda, participate in our ongoing series of webinars, attend our annual Engagement Summit, access our full suite of proprietary research and insights, visit top organizations to learn about their engagement practices, 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). Research Fellows lead engagement efforts at their respective companies and 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 \$15,000 per year from each Research Fellow member organization. Which includes full participation of two executives, a unique developmental opportunity for senior leaders.

## Advisors keep the conversation going

Advisors have the opportunity to stay involved, albeit much less, 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.

## Here's your call to action...

- 1) Learn more by visiting **The Engagement Institute™** website [www.conferenceboard.org/engagementinstitute](http://www.conferenceboard.org/engagementinstitute)
- 2) Complete the short application today: [www.conferenceboard.org/engagementinstituteregister](http://www.conferenceboard.org/engagementinstituteregister)

## 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.

Benefits...	As A Research Fellow	As An Advisor
Define the business questions, the research agenda and priorities for <b>The Engagement Institute™</b>	Set the Direction; Lead the Way	Provide Input & Feedback
Participate in Quarterly Surveys (10 min/survey)	Required	Required
Participate in Quarterly Webinars (1 hour/webinar)	Invited	Invited
Participate in a Research Working Group Process: Three 2-Day In-Person Meetings + Virtual Meetings	Included for 2 Executives ( <i>does not include T&amp;E</i> )	N/A
Visit Site of "Best Practice" Organization(s)	Included for 2 Executives ( <i>does not include T&amp;E</i> )	N/A
Attend the annual Engagement Summit of <b>The Engagement Institute™</b>	Included for 2 Executives ... (in US cohort only; all Research Fellows are welcome but for an additional fee... ( <i>does not include T&amp;E</i> ))	Welcome (Registration Fee Required)
Gain access to the proprietary repository of collective research & insights of <b>The Engagement Institute™</b>	Included	N/A
Receive new, annual research & insights from <b>The Engagement Institute™</b>	Full Reports	Selected Highlights Only

**For more information**, please contact Samantha Cai at +1 212 339 0346 or [samantha.cai@conferenceboard.org](mailto:samantha.cai@conferenceboard.org)

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