

# 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.

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 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. In 2016, Research Fellows again partnered with experts and worked collaboratively to better understand how employees "own" their engagement. In 2017, our focus was on the employee value proposition (EVP) and the moments that matter across the employee lifecycle. Through research and peer learning, we uncover new insights and develop new practices which drive continuous engagement improvement and quantifiable business impact.

### Our Community Continues to Expand

As the US-based cohort continues to grow, in 2017, we began a new chapter with a parallel cohort of European organizations to address the specific challenges they face. In late 2018, we will form a group in Asia. All three groups will have a regional focus but also the opportunity to be part of global community passionate about engagement. For more information, please visit our website.

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

Over the years, executives from some of the world's top companies including Apple, Royal Bank of Scotland, Hewlett-Packard, AT&T, General Mills, Johnson & Johnson, Mayo Clinic, Michelin North America, Inc., Nike, Quicken Loans, Inc., Unilever, UPS, A.P. Moeller Maersk, JP Morgan Chase, U.S. Patent & Trademark Office, Hong Kong Shanghai Bank, Nike, Cardinal Health, AkzoNobel, USAA, BNP Paribas, Ascension Health, U.S. Central Intelligence Agency, Solvay, LafargeHolcim, Lockheed Martin, Shell, Volvo, Novo Nordisk, and General Motors have become Research Fellows at The Engagement Institute for a deeply immersive experience.

## We learn from each other and from experts and thought leaders...

For 100 years, The Conference Board has brought executives together to learn from each other and to share best practices. At The Engagement Institute, we also partner with researchers and thought leaders including The Culture Works, The ROI Institute, Mercer, CIPD, Gallup, and Deloitte, and we bring in practitioners who are doing great work in the engagement space to advance our collective thinking.

## Research Fellows shape the agenda

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.

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 (for members of the US group only), 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 project (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).

There is a sustaining subsidy per year from each Research Fellow member organization which includes full participation of one or two (two is highly recommended) executives, a unique developmental opportunity for senior leaders. Please see the website for additional pricing details.

## 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
Define the business questions, the research agenda and priorities for <b>The Engagement Institute™</b>	Invited
Participate in (10 min/survey)	Required
Participate in quarterly webinars (1 hour/webinar)	Invited
Participate in a research creation process: three 2-day in-person meetings + virtual meetings	Included <i>(does not include T&amp;E)</i>
Visit site of "best practice" organizations	Included <i>(does not include T&amp;E)</i>
Attend the annual Engagement Summit of <b>The Engagement Institute™</b>	Included for US group only (all Research Fellows are welcome for an additional fee) <i>(does not include T&amp;E)</i>
Gain access to the proprietary repository of collective research & insights of <b>The Engagement Institute™</b>	Included
Receive new, annual research & insights from <b>The Engagement Institute™</b>	Full Reports
Participate in information requests from other Research Fellows	Invited

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