UNIVERSITY of GUELPH

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Future Strategies Inc. and the University of Guelph are collaborating on ground-breaking research in the area of individual employee engagement

Understanding the Personal Drivers of Employee Engagement

Impacting engagement where it actually occurs

WE INVITE **YOU** TO PARTICIPATE!

Dr. Gloria Gonzalez-Morales and her team of graduate students (from the Occupational Health and Positive Psychology Lab) are looking for a group of your employees and their direct managers to voluntarily participate in research on how engagement can be fostered at the one-to-one, employee-manager level.

The Benefits to you:

Learn how to better manage individual engagement in addition to group-oriented approaches.

Understand how management practices and other factors prompt some employees to become more engaged while others' engagement may not change or even decrease.

See how engagement levels differ across various groups (high performers compared to average employees, employees from Region A and Region B, employees reporting to Manager A compared to those reporting to Manager B).

Compare your organization to others when it comes to these and related matters.

The study will take place in 2015 and 2016 and be conducted collaboratively by Future Strategies Inc., (a firm specializing in Big Data, Organizational Culture, and Enterprise Feedback Management Research) and the University of Guelph.

What difference would improved engagement at the employee-manager level make for your organization?

By participating, your organization will:

- Receive reports based on the study data
- See comparisons between your organization and other organizations
- Benefit from improved productivity and engagement
- Likely see improvement in employee-manager relationships

Register HERE for a FREE CONSULTATION to see if your organization qualifies!
http://www.themindsuite.com/aspire

Or contact us directly:

Jacob Schneid
mailto:jacob.schneid@themindsuite.com

Dr. Gloria Gonzalez-Morales
mggonzal@uoguelph.ca

Future Strategies Inc. and the University of Guelph are independent parties. The two organizations have no relationship or partnership other than as research collaborators for the purposes of this study.

About the Research

- Over several months, employees and managers will be using an innovative online tool that generates in-depth engagement conversations.
- The information derived from this tool results in a deeper understanding of an employee's motivation, needs and goals … that employees personal engagement drivers.
- This provides valuable information that can guide collaboration between the employee and manager to achieve the employee's and manager's agendas.'
- Participating employees and managers will be fully supported throughout the project.
- To further strengthen the learning from the study, we will compare employees who are actively using the tool with others who will initially be assigned to a control group.
- We will be accepting a broad mix of organizations – multinational, large and also small, from different business sectors. The knowledge gained will set a new standard for the implementation of one-on-one engagement practices.
- **And…another beneficial outcome (this is a BIG one):** We will engage our participants past the "formal" part of the study for at least another year, to see how sustainable the impact of the process has been. This will give you unique insights on how to sustain engagement through your current and planned initiatives.
- Employees and direct managers can choose whether to be involved in the research as individual participants in this study. If they volunteer to take part in the study, they can withdraw from the research activities at any time without consequences of any kind.

future strategies