

# The Engagement Effect

**How the best managers are engaging employees to meet the needs of a volatile, uncertain, complex and ambiguous world**

## The Dilemma:

Financial performance in high-engagement organizations is 44 percent higher than in low engagement organizations. Some 90 percent of senior leaders believe employee engagement is a key driver of business performance. But only 24 percent think their employees are engaged enough to move their businesses forward.

## The Research:

New York Times bestselling author and leadership experts Adrian Gostick & Chester Elton present findings from 20 years of research, with a total of 850,000-people now surveyed, to illustrate the steps today's most successful organizations use to generate superior levels of employee engagement to drive energy, focus and innovation. Their work shows exactly which leadership behaviors move engagement and which don't.

## The Result:

In this practical and thought-provoking keynote, Gostick & Elton introduce a practical guide for leaders, showing them exactly how to move the needle on employee engagement. The authors drill deep with case studies of real managers in action and practical examples of proven drivers of engagement such as;

- 1) alignment with future vision
- 2) enhanced trust and innovation
- 3) transparent communication
- 4) career development
- 5) strategic recognition of contributions

## The Audience:

Designed for senior leaders and managers, Gostick & Elton have presented "The Engagement Effect" to corporate audiences and associations worldwide. The session is typically customized to an organization's specific engagement challenges.

For speaking inquiries and availability, contact us at 1-844-668-4888 or  
[lance@thecultureworks.com](mailto:lance@thecultureworks.com)