



JOIN OUR CROSS CULTURAL RESEARCH PROJECT AND IMPROVE EMPLOYEE ENGAGEMENT IN DIFFERENT CULTURAL SETTINGS

Are you an engagement practitioner of a large organisation with lots of staff working in different parts of the world?

Would you and your organisation be willing to participate in research by **Engage for Success Cross Cultures Thought and Action Group** to help explore how culture influences engagement? We will really appreciate your help but realise that this is a "big ask". Confidentiality for any results you are prepared to share is guaranteed and as a thank you for your help we will send you a summary of the results and also an invitation to an event communicating the outcome of this combined research.

Email Cinthya Quijano at crosscultures@engageforsuccess.org for further information.

Engage for Success [www.engageforsuccess.org] is a movement supported by volunteers and is known for studies that provide solid evidence about how employee engagement drives performance and productivity to achieve growth. The Cross Cultures research project is endorsed by Executive Director Cathy Brown and founders David MacLeod and Nita Clarke.

National cultures differ along the Individualism – Collectivism continuum. Engagement models differ, but all include an emphasis on treating people as individuals, rather than treating everyone as the same.

Engage for Success wants to explore whether elements of individualisation (e.g. empowerment, recognition), exhibit similar or different dynamics in relation to Employee Engagement in regions with national cultures that differ along the Individualism – Collectivism continuum. So far our preliminary research shows, that there could be some differences, so we are looking for more data to collaborate these initial findings.

We are looking for 3-5 organisations with that fit the following criteria:

1. 2 years worth of consecutive survey data
2. Run a global survey (same questions)
3. 1,000 employees in the individualist (i.e. North America, Western Europe) and 1,000 employees in the collectivist (i.e. Eastern Europe, Asia, Latin America) for comparison.

We will of course ensure that confidentiality and data protection are properly addressed from the start.

As a result of our research we want to identify Best Practices for practitioners, supported by case studies, to help them improve their engagement practice.

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