

INSIGHTS ON EMPLOYEE MOTIVATION NORTH AMERICA

Nexus Employee Development Program

3 KEY THEMES

Key factors that capture the main motivations and attitudes of employees toward the training. They summarize what matters most to employees.



**Skill Development
& Job Growth**



**Career Advancement
Motivation**



**Knowledge Expansion &
Learning**

4 EMPLOYEE GROUPS

These are groups of employees who share similar views on the training. Understanding these segments helps identify what's effective and areas that may need adjustment.

Aspiring Role Changers(12%)

Prioritize practical training for role shifts or career advancement.



Skeptics of Training(33%)

Less likely to participate unless the benefits are clear and relevant.



Growth Focused Enthusiasts(38%)

Eager to participate in any training that helps them broaden knowledge and develop new skills.



Job-Specific Achievers(17%)

Prefer training that directly improves job performance and benefits career advancement.



SEGREGATION BY REGIONAL CENTERS

Employee attitudes toward training across regional centers of North America, highlighting employee groups to pinpoint alignment and areas for regional adjustment.

Denver, CO

Focus on growth-aligned initiatives as most employees are "Growth-Focused Enthusiasts".

Los Angeles, CA

Balance training offerings to support both high performers and those skeptical of training

New York, NY

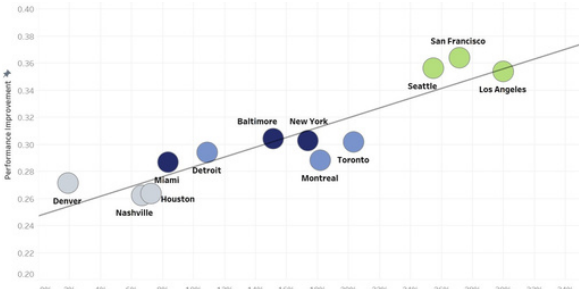
Emphasize engagement efforts to convert "Skeptics of Training" while reinforcing growth-focused programs

Toronto, Canada

Cater to diverse needs with programs for both aspiring role changers and growth-focused employees

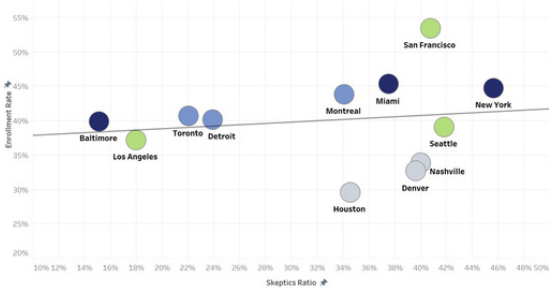
Growth-Focused Enthusiasts	Job-Specific Achievers	Skeptics of Training	Aspiring Role Changers
50%	5%	38%	7%
34%	27%	35%	3%
38%	13%	35%	14%
33%	17%	26%	24%

LOCAL OFFICE COMPARISON OF PERFORMANCE IMPROVEMENT AND JOB-SPECIFIC ACHIEVEMENT



- Regions with a **higher ratio of high performers** show **greater overall performance improvement**.
- The trend underscores the **benefits of focusing on developing and supporting high performers**.
- Tailored training programs** that leverage participant strengths can drive significant improvements.

LOCAL OFFICE COMPARISON OF ENROLLMENT RATES AND TRAINING SKEPTICISM



- Higher skepticism **generally correlates** with a slight increase in enrollment.
- Regions with **high enrollment rates manage skepticism** well, showing that engagement strategies can influence enrollment.
- Areas with low skepticism but low enrollment might need strategy adjustments**, as fewer skeptics don't guarantee higher enrollment.