

What are motivations and engagement across 600 employees participating in EDP training across North America?

The scatter plot displays three clusters of data points and their centroids on a PCA plot. The x-axis is labeled 'Principal Component 1' and the y-axis is labeled 'Principal Component 2'. The clusters are represented by different colors: blue for cluster 0, orange for cluster 1, and green for cluster 2. The centroids are marked with red 'X' symbols. The legend in the bottom-left corner identifies the clusters and centroids.

Cluster	Centroid (PC1, PC2)
0 (Blue)	(0.0, -1.8)
1 (Orange)	(3.8, 2.4)
2 (Green)	(-3.5, 3.2)

FOR PROGRAMS TARGETING "CAREER CLIMBERS" COULD FOCUS ON LEADERSHIP AND CAREER GROWTH OPPORTUNITIES, WHILE THOSE FOR "KNOWLEDGE SEEKERS" COULD OFFER ADVANCED SKILL WORKSHOPS. THE LARGEST CLUSTER IS "CAREER CLIMBERS", SUGGESTING FOCUS ON CAREER DEVELOPMENT AMONG THE WORKFORCE; SO, TAILORING INITIATIVES LIKE PERSONALIZED TRAINING PROGRAMS OR CAREER DEVELOPMENT PLANS MAY ALIGN WITH EMPLOYEE MOTIVATIONS.

Cluster Label	Number of Employees
Career Climbers	250
Knowledge Seekers	100
Network Builders	200
Skill Enhancers	70

CLUSTER LABELS

Regional Differences in Employee Motivation Across North America

City	Longitude	Latitude	Average Motivation Score
Seattle	-122.3	47.6	3.95
San Francisco	-122.4	37.8	3.90
Los Angeles	-118.2	34.0	3.85
Denver	-104.9	39.7	3.80
Houston	-95.3	29.8	3.85
Nashville	-86.8	36.2	3.90
Detroit	-83.0	42.3	3.80
Toronto	-79.4	43.7	3.95
Baltimore	-76.6	39.3	3.90
New York	-74.0	40.7	4.00
Miami	-80.2	25.8	3.75
Montreal	-73.6	45.5	4.05

KEYWORDS LIKE "TRAINING", "SKILLS", "GROW", AND "HELPS" EMPHASIZE THAT A SIGNIFICANT FOCUS OF EMPLOYEE INTEREST IS RELATED TO SKILL DEVELOPMENT AND TRAINING. TERMS SUCH AS "GROW", "ROLE", AND "NEW" POINTS TOWARD EMPLOYEES' DESIRE TO ADVANCE IN THEIR ROLES AND DEVELOP NEW COMPETENCIES THAT ALIGN WITH THEIR CURRENT OR FUTURE JOB REQUIREMENTS. EMPLOYEES ARE HIGHLY INTERESTED IN TRAINING PROGRAMS THAT HELP THEM ENHANCE THEIR SKILLS AND GROW PROFESSIONALLY.

1. Targeted Training Programs: Develop training modules that cater specifically to career advancement and skill development to appeal to employees focused on professional growth.

2. Regional Customization: Customize engagement initiatives based on regional preferences. For example, regions that value work-life balance could benefit from training focused on stress management or flexible work arrangements.

3. Increase Team Collaboration Opportunities: Foster a culture of teamwork through collaborative projects and workshops, as team collaboration was identified as a key motivator.