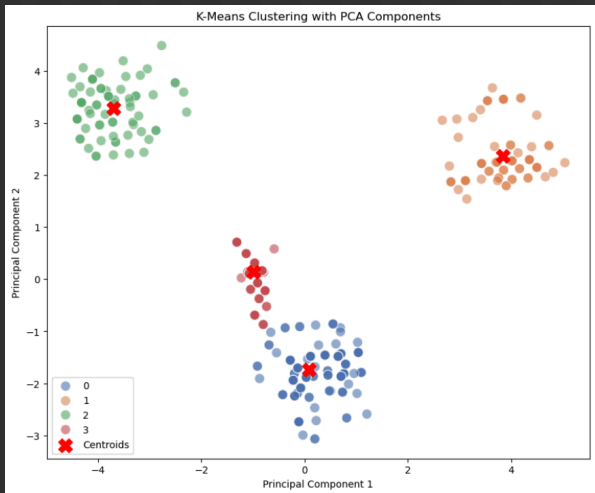


EMPLOYEE ENGAGEMENT INSIGHTS

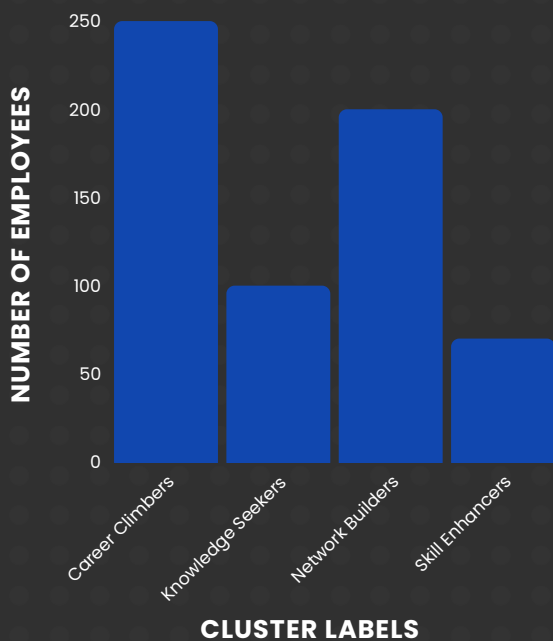
What are motivations and engagement across 600 employees participating in EDP training across North America?

EMPLOYEE SEGMENTATION:



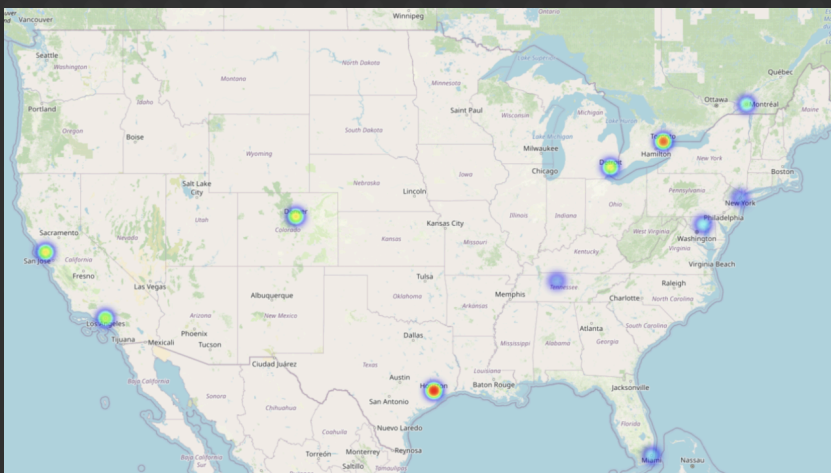
- i. **Career Climbers** – Driven by growth and career advancement.
- ii. **Knowledge Seekers** – Value learning and expanding knowledge.
- iii. **Network Builders** – Motivated by networking and connections.
- iv. **Skill Enhancers** – Focused on improving role-specific skills.

DISTRIBUTION OF CLUSTERS



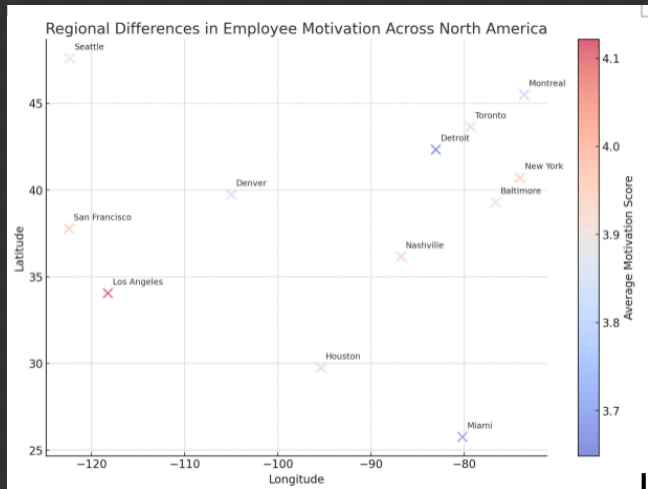
FOR PROGRAMS TARGETING "CAREER CLIMBERS" COULD FOCUS ON LEADERSHIP AND CAREER GROWTH OPPORTUNITIES, WHILE THOSE FOR "KNOWLEDGE SEEKERS" COULD OFFER ADVANCED SKILL WORKSHOPS. THE LARGEST CLUSTER IS "CAREER CLIMBERS", SUGGESTING FOCUS ON CAREER DEVELOPMENT AMONG THE WORKFORCE; SO, TAILORING INITIATIVES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

LOCATION-SPECIFIC FINDINGS



THE HEATMAP OVER NORTH AMERICA
ILLUSTRATING AREAS WITH HIGH AND
LOW EMPLOYEE MOTIVATION DENSITIES.

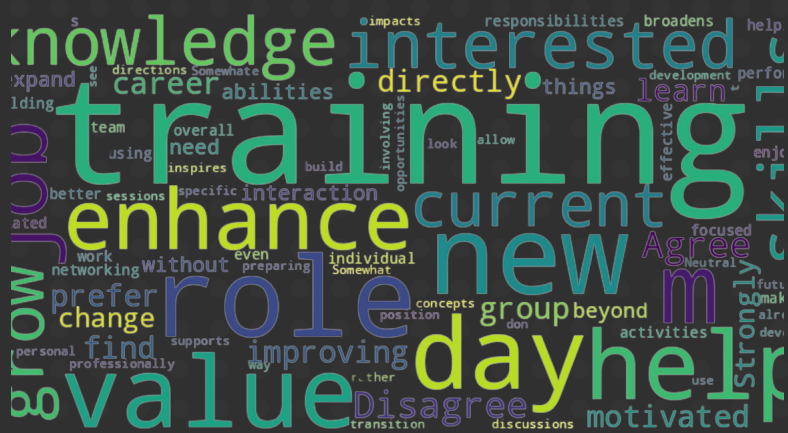
THE COMBINATION OF BOTH GRAPHS
HELPS TO IDENTIFY REGIONAL CLUSTERS
AND SPECIFIC CITIES WHERE EMPLOYEE
MOTIVATION DIFFERS. HIGHER
MOTIVATION LEVELS SEEM TO BE
CONCENTRATED IN SOME NORTHERN
REGIONS, WHEREAS COASTAL CITIES
SUCH AS LOS ANGELES SHOW LOWER
MOTIVATION LEVELS.



CITIES ARE COLOR-CODED BASED ON AVERAGE MOTIVATION SCORES, RANGING FROM BLUE (LOWER MOTIVATION) TO RED (HIGHER MOTIVATION). LOS ANGELES AND SAN FRANCISCO SHOW LOWER AVERAGE MOTIVATION SCORES (REDDISH HUES); DENVER AND MONTREAL ARE ON THE HIGHER END OF THE MOTIVATION SCALE (BLUE HUES).

THERE IS A VISIBLE DISTINCTION IN MOTIVATION LEVELS ACROSS DIFFERENT REGIONS, INDICATING THAT FACTORS AFFECTING EMPLOYEE MOTIVATION MAY VARY SIGNIFICANTLY BY REGION.

KEY THEMES IN SURVEY QUESTIONS



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.

Suggestions

- 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.