

## Assignment (week 1)

### Readings:

1. **Lead With Your Heart, Not Just Your Head:**  
<https://hbr.org/2012/11/are-you-getting-personal-as-a>
2. **The neuroscience of Trust:**  
<https://hbr.org/2017/01/the-neuroscience-of-trust>

Respond to the question below; your answer is limited to 160 words. This writing assignment is a required activity for the module. Keep in mind that **the purpose of this writing assignment is for you to demonstrate and apply what you have learned in the weekly session.** The goal of this writing assignment is not for you to be creative or to reflect on your personal leadership experiences outside of the course. Focus on answering the question drawing on the material you have learned in the module.

Submit your answer to the question based on the information provided to you in the module. Your answer's evaluation will reflect how completely and concisely you have answered the question using course materials.

### Module 1. Writing Assignment Question:

After reading the articles by Naomi Eisenberger and Paul J. Zak. Answer:

1. what is the key variable in fostering employee engagement according to these researchers?,
2. why?,
3. and what explanations do each of these two researchers provide?

#### Review criteria:

- The score should not be based on whether or not you agree with the answer, rather on whether the answer is complete and well-supported.
- Both content and organization are important components of a response. Good writing is confident and clearly focused with relevant details to enrich the content. Good writing also follows instructions, such as word limits, and offers requested information.
- A clear and concise answer is preferable to a long response that lacks coherence.
- Focus should be on content; try not to unduly penalize responses for spelling or grammar.

