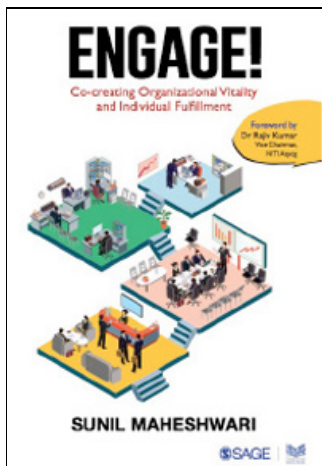


## PEOPLE ENGAGEMENT SERIES



Good morning.

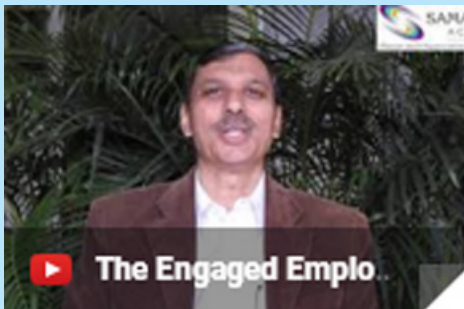
Welcome to *Sattva's* refreshingly new *avatar*. As you may be aware, *Sattva* gently crossed the hundredth issue milestone last month. One hundred months of intellectual rigour in the Human and Organizational Development domain.

In pursuit of Samatvam Academy's mission of stimulating organizational renewal, we are launching "**People Engagement Series**" with this issue. Every month, we will focus on one aspect of employee engagement through a video and an accompanying research note or a case study.

As always, we look forward to your valued inputs on our new journey.

Warmly,  
[The Editorial Team](#)

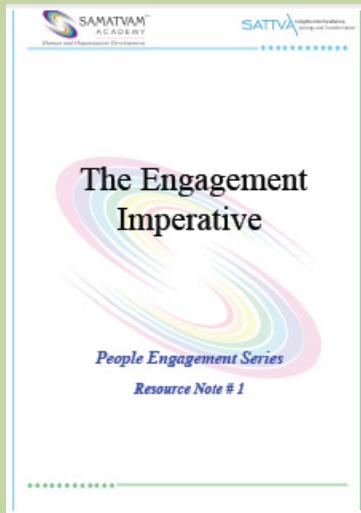
### **The Engaged Employee**



Only two out of seven employees are truly engaged with the organization's mission. According to Gallup, Deloitte and other agencies, this is broadly true of the entire corporate world.

Obviously, this fact is uncomfortable for any CEO to digest. This does not augur well for a 21st century organization, whose survival and growth depends on the innate judgement of the employees at the frontlines. The central command-and-control management structure that worked well in the bygone days is no longer effective.

In this video, Dr. Sunil Maheshwari holds forth on how to create an engaged workforce and how it can be a key competitive advantage that would lead to higher revenues and margins.



## The Engagement Imperative

Employee engagement is the degree to which employees feel passionate about their jobs, display commitment, put discretionary effort into their work, and feel a sense of flow while performing their tasks. The adjacent note covers entire subject through the following topics:

1. The merits of employee engagement
2. The (dis) engagement crisis
3. The digital revolution
4. The new engagement context
5. Creating a new engagement paradigm
6. The drivers of engagement
7. The engaged organization

Read the full note.

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