



Engaging ideas is in business

Because higher employee engagement is the root of and route to higher business performance.

www.engagingideas.co.uk

London, 28th July 2008

Engaging ideas today opens for business, and announces the launch of its core product – the Engaging ideas card pack.

Engaging ideas is established to focus on the fast developing field of employee engagement by helping businesses to discover, design and deliver ever better ways to inspire employee engagement and change to accomplish higher business performance.

It does this by innovating at the inter-section of change management, people development and brand and internal communications, to create and implement inherently engaging employee engagement and change strategies, programs, tools, exercises and ideas.

Its core product is a pack of cards that provides practical exercises and ideas designed to help better inspire employee engagement and change, in order to deliver higher business performance.

The pack is not a theoretically biased “best practice” guide. It is a practical toolkit – employee engagement and change inspiration “in a box.”

It comprises 54 cards split into three suites – discover, design and deliver – along with a booklet providing contextual information. The face of each card describes a single exercise or idea, and the back of each card provides stimuli designed to inspire fresh thinking and to kick-start action.

The pack can be used with specificity or with scale: to develop peoples’ thinking, to enhance change efforts, as content for workshops and conferences, to help integrate cultures, to bring a brand to life, to design and deliver a compelling employee engagement strategy and much more.

It works by getting people better engaged on the issue of engagement.



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Founder and author, Rob Fox, comments, “there is a lot of excellent theory on employee engagement and its inter-relationship with change. Our research shows that much of this theory often leaves practitioners with the vital question of what they should actually do in order to better inspire higher engagement, as the foundation for delivery of higher business performance. The practical bias of the Engaging ideas service offer and card pack, helps to resolve this.”

The Engaging ideas card pack and service model has received exceptionally positive feedback for its innovative and creative yet practical bias, from practitioners working in the employee engagement and change fields at American Express, HSBC, Shell, Virgin Media and more.

You can find further information about Engaging ideas, its service offer, and its card pack at www.engagingideas.co.uk

About Rob Fox

For over twenty years, Rob has worked at the inter-section of change management, people development and brand strategy. He has worked at Gemini Consulting as a change strategist, and Wolff Olins as a brand strategist. His clients include several leading telecoms, financial services and management consultancy businesses. He is the founder and author of Engaging ideas.

For further information, please:

See www.engagingideas.co.uk
Talk + 44 7771 771 684
Write robfox@engagingideas.co.uk

We'd love to hear from you.

Thank you.

