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New Study Reveals Key Indicator for Greater Satisfaction in Life and Work

Shifting Energetic Makeup Essential Factor for Corporate Success

SHREWSBURY, NJ – According to Right Management, 84% of employees say they plan to look for new jobs in 2011 – up from 60% in 2009. Now, only 5% say they definitely intend to remain in their current position. For companies to keep employees from searching elsewhere, and to execute on their growth and innovation plans, employers must focus on improving employee engagement, a central factor in the performance and success of organizations.

“Employee engagement is sinking to record lows. For corporations to flourish in this challenging economic climate, it is critical that they maintain focus on employee engagement to sustain a thriving workforce,” said Zack Lemelle, Managing Partner, Corporate Engagement Services, of the Institute for Professional Excellence in Coaching (iPEC). “The key for driving employee engagement is directly connected to leadership engagement. Leaders must be prepared, and supported, to fully engage in all aspects of their position – not only in driving the typical bottom line results, but also in building powerful, dynamic teams and a supportive organizational culture. Only through a dedicated engagement strategy for leaders and employees can corporations avoid the consequence of high-employee turnover that can result in losing talented workers and the costly training of new staff.”

A team of iPEC coaches, including a leading university statistician and an expert on organizational development, recently conducted a study that confirms that engagement is correlated to energetic makeup and suggests that shifting that makeup is a powerful tool to increase engagement. Participants in the study took the Energy Leadership Index (ELI) assessment, an online instrument which measures how an individual perceives and approaches work and life and reacts to various circumstances and experiences. The result of the assessment produces a combined numerical value, referred to as the E-Factor. Respondents were identified as being in the anabolic group (E-Factors of more than 3.0 on the index) or catabolic group (E-Factors of less than 3.0 on the index).

Additionally, participants also rated themselves on 14 key psycho-metrics of an individual's work and life satisfaction, which include areas such as Financial Success, Productivity, Leadership Ability, Family Relationships, and more. Overall, the results revealed that the higher a person's E-Factor, the greater the overall level of life and work satisfaction.

When the satisfaction levels of the anabolic and catabolic groups were compared, individuals with a predominant anabolic range of energy were significantly more satisfied than those in the

catabolic range. Overall, satisfaction levels were 1.25 to 1.70 times higher in those whose E-Factor was in the anabolic range.

While only 49% of those with an E-Factor below 3.0 (“Catabolic”) reported satisfaction in the area of Working Relationships (an important factor for improving engagement in the workplace), 70% of those with an E-Factor above 3.0 (“Anabolic”) were satisfied with their Working Relationships. Correspondingly, Engagement at Work showed 53% satisfaction for those in the anabolic range compared to 35% for those in the catabolic range.

At the extremes of the data set, relative to individuals with high catabolic energy (E-Factors < 2.5), individuals with high anabolic E-Factors (> 4.0) are 6.8 times as likely to be satisfied with their leadership ability, 4.2 times as likely to be satisfied with their productivity, and 3.4 times as likely to be satisfied with their engagement at work. They were also more than 20 times as likely to be satisfied with their level of energy, which is cited as a key factor related to an organization’s bottom line.

“Even a small change toward energy in the anabolic range could save thousands of jobs and create billions of dollars in profit,” said Lemelle. “Anabolic energy could have a major impact upon a company’s bottom line as it increases productivity, enjoyment on the job, and innovation, while reducing attrition and absenteeism. The methods that are currently utilized to increase engagement do not address the origin of an individual’s engagement.”

Engagement stems from core energy (as measured by the E-Factor), and, in order to make effective changes to engagement, core energy must be shifted from catabolic to anabolic. iPEC’s Core Energy Coaching™ process is specifically designed to enable individuals to shift their energy from the catabolic range to the anabolic range.

To view the complete study results, visit www.KeyFactorforSuccess.com. To learn about iPEC’s Corporate Engagement Services and Accredited Coach Training Program, visit www.iPECcoaching.com.

About iPEC Coaching

The Institute for Professional Excellence in Coaching (iPEC) is the most comprehensive and experiential coach training program in the world and the originator of the Core Energy Coaching™ process – the most effective leadership framework and change process in use today. Founded in 1999 by Bruce D Schneider, MCC and Ph D., the Institute graduates Certified Professional Coaches in the specialties of life, career/transition, health and wellness, relationship, sales, business, corporate, and executive coaching.

In addition to its ICF-accredited coach training program in major metropolitan areas in the United States and Canada, iPEC offers the highly successful and powerful **Coach Centric™ Leadership Engagement Program** to corporations, governments, and law enforcement agencies around the world.