



LIFE ENGINEERING

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POWERING HUMAN ACHIEVEMENT

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# **RUNNING A BUSINESS IS HARD!**

More variables, more nuance, more complexity than ever before.  
Of all variables, none are more complex or nuanced than

# **PEOPLE**

In the middle of the most competitive economic battleground in history, organizations everywhere are fighting over that most precious resource: Workforce Talent.

- Joe Ucuzoglu, CEO, Deloitte

# PEOPLE OPTIMIZATION IS HARD

2020-2021 was known as

## The Great Resignation

More people exiting the workforce than ever before



2022 was known as the era of

## Quiet Quitting

But the problem isn't just people who quit and leave...

People who quit and leave...  
Turnover

People who quit and STAY...  
Disengagement

# DISENGAGEMENT

# PEAK PERFORMANCE (RESULTS)



## ACTIONS

WHAT WE DO WITH OUR TIME AND TALENT



**TIME**



**TALENT**



**ENERGY**

## EMOTION

THE SENTIMENT WE HAVE FOR THE WORK WE DO

# HOW BIG IS THIS PROBLEM

ALMOST  
**70%**

of workers were not engaged  
Gallup Engagement Research

An official occupational phenomenon

World Health Organization

# DISENGAGEMENT

## HOW BIG IS THIS PROBLEM

A disengaged employee only performs at about

**20%**

of their total performance capacity

A disengaged employee costs an org up to

**34%**

of their annual salary

Gallup

A disengaged employee has

**37%**

Higher Absenteeism

Disengaged teams have

**15%**

Lower profitability

Gallup

DISENGAGEMENT EVEN IMPACTS

# CUSTOMER SATISFACTION

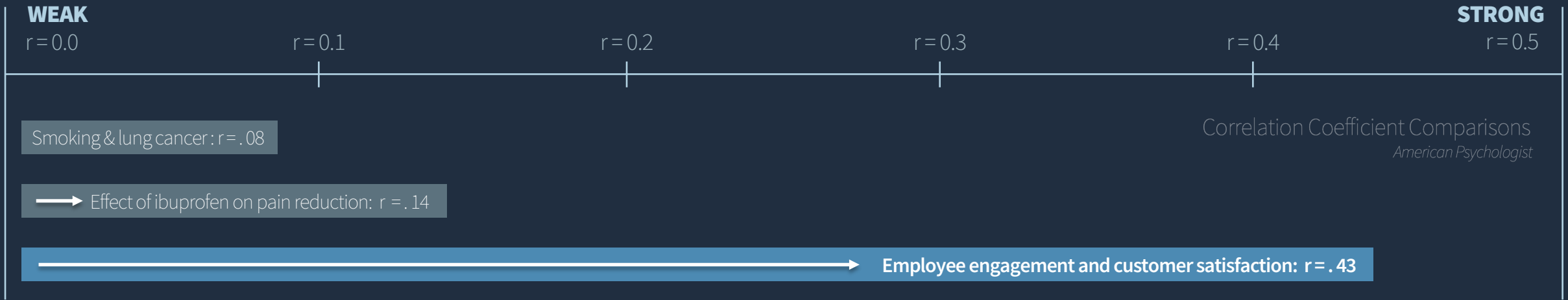


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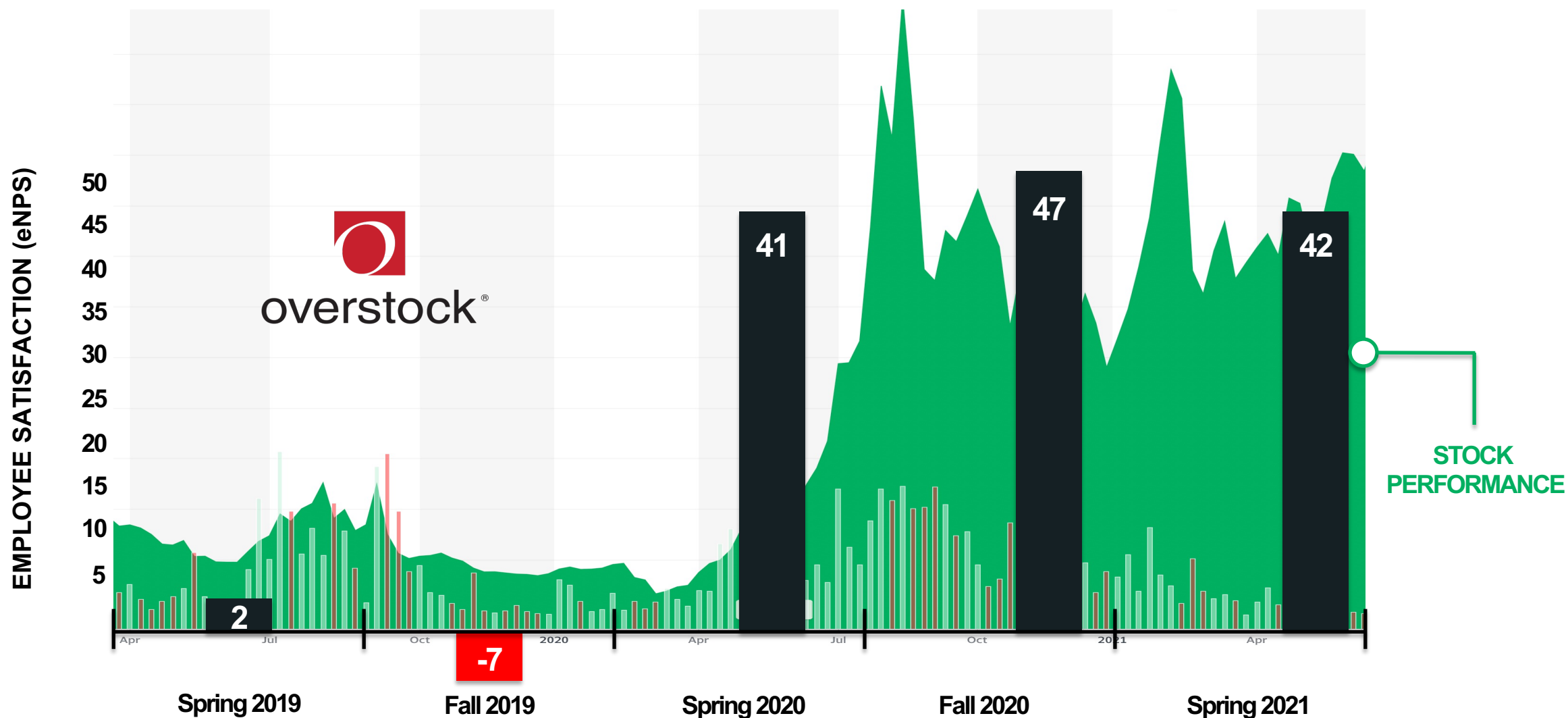
*Journal of Occupational and Organizational Psychology*

A 3-year study measured the correlation between

## EMPLOYEE SENTIMENT = CUSTOMER SENTIMENT



# DISENGAGEMENT EVEN IMPACTS CUSTOMER SATISFACTION





**WHAT WE NEED IS A WAY TO MEASURE AND MANAGE  
EMPLOYEE SATISFACTION AND ENGAGEMENT.**

**ACCURATE**

Grounded in Science

**EASY TO USE**

SaaS Solution

**ACTIONABLE**

Insight and Instruction

## A WAY TO MEASURE AND MANAGE EMPLOYEE SATISFACTION AND ENGAGEMENT.

*Put the force of work back into the workforce.*

### **ACCURATE**

Grounded in Science

- 20 years, millions in research
- Expert science team
- Top-tier management experts

### **EASY TO USE**

SaaS Solution

- Online surveys
- Takes less than 10 min
- Results anyone can read

### **ACTIONABLE**

Insight and Instruction

- Report-specific insights
- Created by experts
- Full online academy

# PRICING



FOR EMPLOYEES  
**\$14.99 PEPM**

Per employee per month

FOR LEADERS  
**\$24.99 PLPM**

per leader per month

\$5,000 / 4-Hour  
Engagement

## ONLINE ACADEMY

## ASSESSMENTS

## LEADERSHIP ACCESS

## SERVICES

Employee Wellness investment

Personal Assessments

Additional leadership content

Assessment based:

Learn the elements that lead to  
peak engagement

Work Assessments

Run team reports

Training

Discover top performance  
frameworks

Coaching

Consulting

# ENGAGEMENT ROI

AVERAGE SALARY

In the U.S. is about

**\$70,000 / year**

That's about

**\$5,800 / Mo**

A DISENGAGED EMPLOYEE  
costs 34% of their annual salary (Gallup)

**\$23,800 / year**

That's about

**\$1,900 / Mo**

per employee!

IF YOU INVESTED IN  
Employee Engagement

For only about

**\$14.99 / Mo**

per employee!

**THAT MEANS  
YOU'D BE SAVING**

over

**\$900 / Mo**

per employee!

What if you could cut this cost in half?

And of course, maybe much more.

Not including what you'd make  
by improving performance.

Not including the impact that  
would have on customers.

**WHAT'S NEXT**

# LIVE DEMO

TAKE YOUR OWN ASSESSMENT AT  
[www.LifeEngineering.com/engage](http://www.LifeEngineering.com/engage)



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# APPENDIX



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# SCIENCE TEAM

Outside of external validation resources, these constitute the core contributors of our science foundation



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## Cory Reich

Chief Science Officer

- Bachelors in Family and Human Development
- Masters in Marriage and Family Therapy
- Doctorate in Child Studies and Human Development
- Co-founder, Phoenix Recovery Center
- Cofounder, Institute for Addiction Study
- Authored two books on addiction
- 30 yrs in addiction, mental health, life & corporate coaching

## Kristin Elinkowski

Sr. Research Scientist

- Masters of Applied Positive Psychology, University of Pennsylvania
- BA, Political Science, Weber State
- Business Broker, Alpine Business Brokers
- President, Blazing Innovations
- Chairman, Utah State Charter School Board
- Charter School Representative, Utah State School Board

## Stacy Taniguchi

SVP, Science

- Climbed 6 of the highest summits in the world
- International keynote speaker
- Professor, Experience Design and Management from Brigham Young University's Marriott School of Business
- Ph.D. from BYU in the science of experiential education
- Owner and chief guide of Kahiltna Visions, international expedition leadership training.
- 10 years, designing programs for corporate leaders and EMBA/MBA students

## Craig Case

Director, Applied Science

- Partner, Ampelis Consulting
- Author, Founder, Inspired Solutions Publishing
- Co-Founder, Direct Selling Institute
- Co-Founder, One Thing Group
- President, Max International
- VP Sales, Franklin Covey

# MANAGEMENT CONSULTANTS

These individuals constitute the core contributors to our intellectual property, frameworks, and instructional content



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## Richard Godfrey

- Co-founder, Ampelis Leadership Development
- Founder, CEO 3Gaps personal, and leadership development
- Founder The Galileo Initiative, a business consultancy
- Senior international consultant / SME, Franklin Covey (16 yrs)
- Leadership development curriculum (Cisco Systems, Mercedes Benz, US Marine Corps, and many others)
- 12 books on org, leadership and personal development
- Degrees in general, behavioral, cognitive, org. psych
- Internationally recognized author, speaker, executive coach and consultant

## Ralph Harding

- 40 years serving as CEO, CFO, COO, and Chief Business Development Officer
- Member of multiple Boards of Directors and Advisory Boards
- Spans disciplines of:
- Fiduciary and operational governance
- Leadership and management
- Product quality and delivery
- Business development, marketing and sales
- Operations infrastructure and support
- Information Technology
- Human Resources, Finance and Accounting

## Niel Nickolaisen

- CIO Franklin Covey
- CIO Deseret Book
- CIO WGU (Western Governors University)
- CIO OC Tanner
- Keynote Speaker
- Published Author

## Ryan Flint

- Formerly President of Colliers
- Business consultant, mentor
- Keynote speaker
- Industry-leading expert at customer service and loyalty, and building high-growth, high-impact company and customer cultures
- Has conducted and overseen billions of dollars in transactions, while maintaining deep, long-standing relationships with enterprise clients

## Jared Harding

- VP, Facilitation and Coaching, Zenger Folkman, 7 Yrs
- BA English Rhetoric, Utah State
- MA Management and Leadership, Western Governors University
- Certified Executive Coach
- Certified Master Facilitator
- Certified Qualitative Research Methods

## Treion Muller

- Chief Product Officer, Korn Ferry
- Chief Product Officer, Strategy Execution
- Chief Product Officer, TwentyEighty
- Chief eLearning Architect, Franklin Covey
- MA in Instructional Design
- BA Communications & Management



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## Sabrina Petersen

- Senior Director of Global Content Operations Ancestry.com
- Marketing and PR Executive at Gannett
- MBA from BYU Marriott School of Business

## Jon Rowberry

- CFO then CEO Franklin Covey
- CEO Galileo Initiative
- CFO Adecco
- Partner, Deloitte & Touche

## Nate Thompson

- Principle Consultant, RBL Group, 13 years
- MBA, BYU

## Chris Low

- 20 years enterprise SaaS product management
- Executive Vice President of Product Management for one of the largest real estate technology companies in the U.S.
- International experience managing global development operations and offshore teams in India, Armenia, Japan, China and Western Europe
- MBA from the Marriott School of Business at Brigham Young University, with an emphasis in business strategy

## Carl Sokia

- Consultant and Keynote Speaker
- Founder, Managing Partner, Ohana Experience
- Founder, CEO Experience Management Solutions
- Chief Human Experience Officer, LE
- Executive Director, People Operations, Grand America
- Director of HR Grand Wailea, Waldorf Astoria
- Director of HR, St. Regis
- Corporate Recruitment & Employment Manager

## Rusty Lindquist

- 20 years running product departments in major organizations, including Instructure (makers of Canvas LMS)
- Successfully built and brought to market 12 major SaaS products, with millions of users
- Invented & designed #1 app in Apple Business category for over 6 months
- Ran market strategy for 4 major SaaS organizations
- Ran UI/UX at Franklin Covey
- Keynote speaker (over 50 speeches delivered)