

# Happiness Isn't the Key to Employee Engagement

written by Lauri Moon | November 28, 2017

The saying “a happy employee is an engaged employee” isn’t as true as we once thought. Many business leaders are striving to make their workforce *happier* in order to retain their top talent and increase productivity. But a happy employee doesn’t mean an engaged employee, and making culture decisions to drive happiness (think snacks and happy hours) won’t produce sustainable ROI. In fact, Gallup states that actively disengaged employees actually *cost* the US \$450 to \$550 billion per year in lost productivity.

In this webinar, join **Nikki Lewallen**, Head of Partnerships at Emplify, and **Joe McMurry**, Purdue Manufacturing Extension Partnership’s resident leadership expert, to understand why creating a culture centered around meaning is the key to increased engagement for lasting business impact. You’ll learn:

- The true definition of employee engagement and state of the workforce today
- A four-step process to create and foster meaning with your employees
- The incredible business success and best practices from three meaning-focused companies

 Nikki Lewallen, Head of Partnerships, Emplify

- Nikki Lewallen is the CEO of Rainmakers, a business development organization that accelerates growth for small to mid market businesses through fostering relationships. Nikki has been a flagship accelerator to the organization’s global footprint over the past 11 years. Nikki’s mission is to inspire people to their true potential doing what they love. As a keynote speaker, after many years of sharing the message *Loving Mondays*, Nikki realized her true calling in the employee engagement industry. In 2017, Nikki made a strategic leap to Emplify to build nationwide partnerships to impact 1 million employees in finding true meaning in their work.

## ✖ Joe McMurry

Peer Group Solutions Consultant, Purdue Manufacturing Extension Partnership

Joe McMurry is Purdue Manufacturing Extension Partnership's (MEP) resident leadership expert and CEO roundtable facilitator. Before coming to Purdue, Joe held several executive positions overseeing all aspects of business, including: operations/manufacturing, engineering, hardware and software development, quality assurance, project management, and more. When he's not helping manufacturers, Joe teaches undergraduate courses in organizational leadership and industrial technology at Purdue University. Joe has a Master's in Business Administration from Indiana Wesleyan University and a Bachelor of Science in General Management from Purdue University, Krannert School of Management.

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