



Leadership Development Research Study


Drs. Lassu, O'Steen, & Stuart specialize in collaborating with organizations to promote employee success in areas such as: **burnout, resilience, team collaboration, engagement, culture, decision-making, growth mindset, & change.** We use scientific best-practice methodology to ask employees tailored questions via validated online surveys, analyze results, and provide insights & actionable recommendations in a visual report. The research study is approved through a university Institutional Review Board to ensure the highest ethical standards. It is pro-bono & application only.

 **Research Study Value**
\$30,000

 **Cost to Organization**
Pro-bono for anonymous use of data for academic publication

 **Time Commitment**

- Leadership = 2-4 hours
- Employees = > 1 hour

 **Requirements for Participation**

- 300+ employees
- Employee email list provided
- Internal promotion of study
- Optional: participant incentives



5-Step Process

- 1) Application**
Requirement fulfillment+ completion of 10 min. online application
 - 2) Needs Assessment**
90 min. virtual consult to understand organizational context & desired outcomes
 - 3) Leadership Debrief**
Virtual meeting with leadership team to explain logistics
 - 4) Survey Data Collection**
Online pulse surveys sent to employees during survey time window
 - 5) Feedback Report**
Customized, visual report provided with analysis, insights, recommendations, & resources
- Optional Services**
Participating organizations receive all LEAD LAB services (i.e., Consulting, Workshops, Keynotes, Certificate Course, & the Retreat) at premium pricing. Details at leadlabglobal.com



Dr. Réka Anna Lassu
Management Professor



Dr. Haley O'Steen
Finance Professor



Dr. Brooke Stuart
Functional Medicine Doctor



Benefits

- User-friendly survey design
- Secure & confidential data collection
- Expert statistical analysis



Apply to collab on a research study: tinyurl.com/researchcollab25

