



Measuring Employee Engagement: Madness, Models, and Methods

Join the Sacramento ASTD for a very special event at 11:30 AM to 1:00 PM

Monday, May 17th

Drexel University

Center for Graduate Studies

One Capitol Mall, Suite 260, Sacramento CA 95814

[Register Now! Registration Deadline is Friday, May 14th at 1:00 PM](#)

Dr. Salvatore Falletta, an international expert on web-based surveys, assessments, and evaluation will share critical insights into the design, development and execution of model-driven employee engagement and organizational surveys.

With traditional survey methods entrenched in our organizations, there is little incentive to advance the way we do surveys. Find out about a new and innovative survey approach — *Organizational Intelligence Surveys* — that moves beyond traditional employee satisfaction and engagement methods.

- Learn how to select an organizational diagnostic model to guide survey efforts within your workplace
- Identify and avoid the most common survey design and construction pitfalls
- Makes sense of several modes of survey delivery and key analysis trends
- Get beyond action planning to “action doing”

As a bonus: Sal will elucidate the survey vendor industry’s “dirty little secrets” with respect to survey items and scales, normative data, and consulting and training solutions. He will also provide a complimentary copy of his “Organizational Intelligence Surveys” article that was featured in *Training & Development*.



To learn more about Drexel University's Human Resource Development programs, please visit:
<http://sacramento.drexel.edu>

Sal can be reached at
salhrd@drexel.edu

To learn more about Leadersphere's capabilities and solutions, please visit:
www.leadersphere.com

Speaker Bio: Dr. Salvatore Falletta has over 20 years experience in human resources, workplace learning and performance, organization development, and human capital strategy. Sal is Associate Professor and Associate Program Director of Human Resource Development at Drexel University. He is also the Founder of Leadersphere, Inc – an HR intelligence consulting firm that specializes in employee and organizational surveys, training transfer solutions, 360 degree feedback systems, measurement and evaluation processes, HR strategy, employee engagement, and HRD consulting. Prior to Drexel and Leadersphere, Sal was Vice President and Chief HR Officer for a Fortune 1000 company based in Silicon Valley and has held management positions at several best in-class firms including – Nortel Networks, Alltel, Intel, and SAP. While at Intel, Sal managed the global employee survey program, led leadership development needs assessment projects, and participated in corporate HR and learning strategy efforts. He also led the training measurement and evaluation function at Nortel Networks. Sal is an accomplished speaker, researcher and author. He frequently presents at national and international conferences and seminars and has authored or co-authored books, book chapters, and articles. Sal recently wrote a feature article entitled – “Organizational Intelligence Surveys” for *Training & Development* and an article on the concept of HR intelligence for the *International HR Information Management Journal*. He is also the co-author of the *Targeted Evaluation Process* (ASTD Press, 2000), a best selling book on measuring and evaluating training and performance improvement interventions. Sal holds a doctoral degree in human resource development from North Carolina State University; he also studied epistemology at Oxford University.