

Gregory F Simpson

Agent in Engagement



I'm Simpson...Greg Simpson, **Agent in Engagement**.

My **mission** is to relieve the world of bad and ineffective managers. I help the company and its employees succeed by focusing on how frontline and middle managers engage, manage, and develop their direct reports.

After years in the **field**, where I was **honored** for my employee engagement achievements with Fortune 150 consulting clients, I'm eager to return to **headquarters** and pursue my **directive** to improve employee engagement.

2013: A YEAR IN REVIEW

Development Activities

AGENT IN ENGAGEMENT BLOG

36
POSTS

engAGemENT

2,328
VISITORS

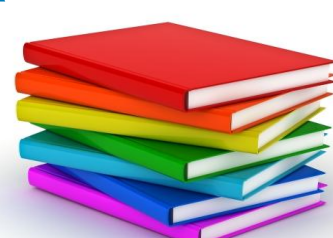
26,728
WORDS

LAUNCHED
OCTOBER
24

8,003
VISITS

Statistics as of December 31, 2013

37 Books (Non-fiction)



9455 Pages

Favorite Reads (in Order of Completion)

- To Sell Is Human
- Never Eat Alone
- We: How to Increase Performance & Profits Through Employee Engagement
- Decisive
- Crucial Conversations
- Disney U
- Daring Greatly

The process of engaging people and changing behavior with **game design, loyalty, and behavioral economics.**
— Gabe Zichermann

LinkedIn

Increased
Connections
by
210%

GAMIFICATION

Coursework Completed



“BY 2014...MORE THAN 70% OF GLOBAL 200 ORGANIZATIONS WILL HAVE AT LEAST ONE GAMIFIED APPLICATION, DRIVING 50% OF ALL INNOVATION”
— GARTNER

CONFERENCES

HR Tech Week

2013 Employment Law Update: Practical Advice for In-House Counsel and HR Professionals

Workforce Live NYC: Becoming an Employer of Choice

6

The Science of Thriving: At Work and in Life

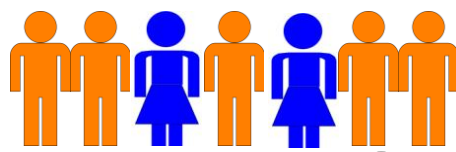
Workforce Engagement Evolution

GSUMMIT GLOBAL 2013: Engagement, Loyalty, and Gamification

Extracurricular Activities



6 Mentees



11 Mentoring Sessions

April Yield Admitted Student Campaign

10

Prospective Students



EMORY
ALUMNI
ASSOCIATION

100%

Enrollment



Mosaic Art Project:
Nature Breaking Through

Miles Walked* in NYC

560

Equivalent to

1,520,000

steps*!!

* Approximate



3

DAYS

12

HOURS

Let's engage! Greg@GregoryFSimpson.com

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