At HCI, we believe that HR is uniquely positioned to accelerate organizational strategy through human capital strategy. We deeply understand that the HR-business partnership is critical for driving organizational growth and improving workplace experiences. HCI’s mission is to equip leaders, human resource and talent management professionals with the capabilities to translate strategy into results with research-based learning solutions.

**Powerful Thought Leadership**

The most progressive human capital and business executives and the most successful organizations in the world look to HCI for guidance in strategic talent management. Our position as a trusted advisor offers underwriters a powerful platform for influence and thought leadership among decision-makers and leaders in HR.

**A Focus on Important Challenges**

HCI Research topics align with four key dimensions of strategic talent management and focus on important challenges in each dimension. Topics include:

- **Optimize Your Talent Strategy**
  - HR Design and Simplification
  - Strategic Workforce Planning
  - People Analytics
  - Change Management
  - Diversity and Inclusion

- **Engage Your People**
  - Rewards and Recognition
  - Values and Culture
  - Employee Engagement and Experience
  - Effective Teams
  - Retention

- **Acquire the Right Talent**
  - Employment Branding
  - Recruiting Pipeline
  - Assessment and Selection Tools
  - Candidate Experience

- **Develop Your Workforce**
  - Onboarding
  - Learning
  - Leadership Potential
  - Coaching and Mentoring
  - Performance Management
  - Succession Management
A Powerful Sales Tool

HCI Research enables you to set the agenda and shape the conversation with your clients and prospects. It is a powerful sales tool that:

- Aligns your message with HCI's trusted brand
- Establishes you as an originator or innovator of new ideas and next practices
- Helps you evaluate market needs for new products or solutions
- Helps you communicate your vision and mission
- May be presented at an HCI conference
- May be downloaded from your website and/or leveraged as collateral for a variety of marketing purposes

24/7 Lead Generation

HCI is a year-round lead generation machine. More than 6,000 members attend our educational webcasts and conferences every month. After each live event, tens of thousands of members visit HCI.org to download archived webcasts, podcasts, and research reports, creating a continuous stream of leads.

Survey Panel Access

HCI generates 200 to 500 responses per survey, depending on the topic. Our researchers maintain a dedicated panel of survey respondents, and we can generate responses within these demographics:

<table>
<thead>
<tr>
<th>Geographic</th>
<th>Seniority</th>
</tr>
</thead>
<tbody>
<tr>
<td>76% are in North America</td>
<td>4% C-Level</td>
</tr>
<tr>
<td>62% HR and Talent Management</td>
<td>10% VP-Level</td>
</tr>
<tr>
<td>13% Learning and Development</td>
<td>23% Director-Level</td>
</tr>
<tr>
<td>8% Recruiting</td>
<td>36% Manager-Level</td>
</tr>
<tr>
<td>4% Executive Management</td>
<td>25% Individual Contributor</td>
</tr>
</tbody>
</table>

Additional types of survey respondents are available for an extra charge through a third party panel provider.
Sponsorship Options

Research Brief | $12,000

Capitalize on existing HCI Talent Pulse research with a Research Brief. We'll create a highly visual, easy-to-digest, 5-7 page summary that emphasizes key findings and aligns the research to your organization's vision. You'll receive full distribution rights of the Brief, and we'll host it for you on HCI.org as a lead generator. The HCI team creates Research Briefs within a 30- to 45-day project time line.

Research Brief topic options include:

- Assessments
- Selection and Hiring
- Retention
- Engagement
- Values and Culture
- Performance Management
- Feedback
- Strategic Workforce Planning
- Influencing and Consulting Skills

Explore Research Briefs

- DRIVE BUSINESS GROWTH THROUGH FEEDBACK-FOCUSED PERFORMANCE MANAGEMENT
- SKILLS GAPS ARE OPPORTUNITIES TO DEVELOP A FUTURE-READY WORKFORCE
- DEVELOPING PEOPLE ANALYTICS CAPABILITIES
Custom Research Project | $35,000

Partner with HCI to design a custom research project that meets your needs. You’ll work directly with our research team to determine the direction of the project and give your feedback during review cycles.

As part of the research process, our team of I-O psychologists, anthropologists, and industry analysts designs the survey, analyzes data, and writes the report. We’ll also conduct secondary research, including interviews with subject matter experts, where applicable. The final report will be distributed via email to your target area of practice and hosted as a lead generator on HCI.org. From kick-off call to final report delivery, custom research projects take a minimum of 16 weeks.

Explore Our Recent Custom Research

Promotion Add-Ons

<table>
<thead>
<tr>
<th>Media Toolkit</th>
<th>$5,000</th>
<th>Live Webcast</th>
<th>$5,000</th>
<th>Event Keynote</th>
<th>$20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Blog</td>
<td>✔ Research results presented by HCI analysts and/or your experts</td>
<td>✔ Present research findings at an HCI event as part of a Diamond Underwriter package</td>
<td>✔ Session recorded and professionally edited for future use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✔ Podcast</td>
<td>✔ Promotion in weekly webcast email bulletin</td>
<td>✔ Session produced by HCI analysts and/or your experts</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>✔ 400-word press release</td>
<td>✔ Generates leads during live broadcast and via on-demand recording</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✔ Executive summary of research findings</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✔ Custom images for social media and promotion</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All custom research projects provide additional opportunities for customized deliverables including tools and templates, multiple infographics, regional- or industry-specific versions, translations, and more.
Signature Series | $75,000

The Signature Series is a year-long, integrated opportunity to engage in dialogue with HCI's membership and the outside world through online media, original content, and in-person conferences. It is an opportunity to partner with HCI to shape, define, and lead insights in an issue area that is current and top-of-mind in leading organizations and their talent executives.

The Signature Series is HCI's deepest, most collaborative partnership vehicle.

**Deliverables**

- A survey-based research report
- Diamond Sponsorship with keynote presentation to deliver the findings at an HCI conference
- Two webcasts
- Two podcasts
- Three email sends
- Content landing page on HCI.org
- Integrated social media campaigns
- Full distribution rights for all the content assets produced
- Optional appearances from HCI's research team at partner’s user/prospect conferences and industry events

**Explore a Signature Series**

- Actionable Engagement Solutions
- Stop Leaving Employees out of Employee Engagement
- An interview with Scott Rigby, Ph.D. (motivationWorks)
**HCI Event Summary**

The following research reports/keynotes are aligned to these HCI events. Only one Signature Series sponsorship can be featured at each event.

<table>
<thead>
<tr>
<th>People Analytics &amp; Workforce Planning</th>
<th>Employee Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>- I Have Answers: Using Consulting and Influencing Skills for People Analytics Projects</td>
<td>- Culture Transformation as a Business Strategy: How Leaders Connect Talent with Results</td>
</tr>
<tr>
<td>- People Analytics and Change Management Indicators: How to Measure Readiness, Resistance, and Results</td>
<td>- On the Front Lines: Helping Managers Engage and Retain Their People</td>
</tr>
<tr>
<td>- Strategic Workforce Planning in an Age of Disruption and Uncertainty</td>
<td>- Building Recognition and Continuous Feedback into Your Performance Management Strategy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inclusive Diversity</th>
<th>Learning and Leadership Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Attracting and Retaining Women: Gender Diversity, Inclusion, and Equity</td>
<td>- Everything’s Different: Reskilling the Workforce for New Organizational Strategies</td>
</tr>
<tr>
<td>- Connect and Empathize: Managing Different Generations (and Life Stages) with the Organization</td>
<td>- Coachable: How to Foster Self-Awareness, Motivation, and Personal Transformation</td>
</tr>
<tr>
<td>- Establishing Performance Expectations and Psychological Safety within Remote Teams</td>
<td>- Undiscovered Leadership: Finding and Developing Leaders from New, Different Sources</td>
</tr>
<tr>
<td>- What’s True? How to Measure Performance and Potential without Biases</td>
<td>- The Right Person, Time, and Content: Personalizing Leadership Development</td>
</tr>
<tr>
<td>- Leadership Mindsets: Defining and Coaching New Leader Beliefs and Expectations</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic Talent Acquisition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Don’t Mind the Gap: Strategies for Employers and the Job Seekers Returning to Work</td>
<td></td>
</tr>
<tr>
<td>- The Compensation Conundrum: Salary Adjustments to Compete for New Hires and Existing Talent</td>
<td></td>
</tr>
<tr>
<td>- Skills Validation in Recruitment: Measuring and Tracking Critical Capabilities</td>
<td></td>
</tr>
<tr>
<td>- Filling Skills Gaps through Better Employer Branding and Sourcing Efforts</td>
<td></td>
</tr>
<tr>
<td>- Stop Ghosting: Engaging and Enduring Candidate Experiences</td>
<td></td>
</tr>
</tbody>
</table>
# Signature Series Production Schedule

HCI researchers and Client Success Managers produce and promote the content throughout the year-long sponsorship. Keynotes at our events feature the insights from the research.

<table>
<thead>
<tr>
<th>Month</th>
<th>Project Task</th>
<th>HCI Promotion Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project kick-off</td>
<td>• Post Resource Center on HCI.org</td>
</tr>
</tbody>
</table>
| 2     | Webcast #1 | • Include in Webcast Bulletin up to four weeks before live date  
  • Send email #1 up to two weeks before live webcast date  
  • Continue to collect leads via on-demand views |
| 3     | Survey data collection | • Collect survey data for three weeks with three email sends to HCI’s Survey Panel  
  • Post a minimum of one time per social media channel per week  
  • Include in e-newsletter a minimum of one time |
| 4     | Podcast | • Post on HCI.org to collect leads  
  • Post on iTunes podcast channel, *Nine to Thrive HR* |
| 5     | Keynote at HCI event | • Feature a special section in event brochure for Signature Series session |
| 6     | Release research report | • Post research report on HCI.org  
  • Post a minimum of one time per social media channel  
  • Include in e-newsletter a minimum of one time |
| 6-12  | Webcast #2 | • Include in Webcast Bulletin up to four weeks before live date  
  • Send email #2 up to two weeks before live date  
  • Continue to collect leads via on-demand views |
| 6-12  | Resource Center promotion | • Send email #3 to promote Resource Center  
  • Appears in appropriate community on HCI.org and leads collected for six months |
Enablement & Support

**Getting Started**

HCI will provide a dedicated Client Success Manager and Research Analyst to work with you to develop promotional strategies, advise you on scheduling and logistics, conduct onboarding and regular status calls with your team, and ensure successful execution of all deliverables for the duration of the partnership.

**Real-Time Lead Generation**

Keep track of your research partnership in real time with HCI’s Underwriter Portal. Your Success Manager will conduct a thorough onboarding session with you to explain how to leverage the Portal. Then, you can log in anytime to view up-to-the-minute lead counts, download reports and media files, or contact HCI for support.

**Integrated Sponsorship Management**

Interested in going beyond research? Your HCI Success Manager can advise you on how to grow influence in your market by integrating your research partnership with other HCI sponsorship offerings like annual conferences or online content marketing programs.