



***Study Validates That People with Higher Energy
Accrue a Greater Sense of Life Satisfaction***
Study is Based Upon 14 Key Indicators of Success

SHREWSBURY, NJ – The Institute for Professional Excellence in Coaching (iPEC), a top rated coach training school and originator of the Core Energy Coaching™ process, teamed up with Zajonc Corporation, a leading expert of statistical research and evaluative analysis, to replicate its findings from a 2011 study demonstrating that one’s energetic makeup is a defining factor in determining one’s level of satisfaction. The study is based upon 14 key areas of life including leadership ability, productivity, work/life balance, and communication skills.

Participants in the study took the Energy Leadership Index (ELI) assessment, an online instrument which measures how an individual perceives and approaches work and life. The result of the assessment produces a numerical value referred to as the E-Factor, which is an indicator of one’s overall energetic composition.

The study revealed that the higher a person’s E-Factor, the greater the overall level of life and work satisfaction. Those respondents whose E-Factor (or Average Resonating Level of Energy) was 3.37 or higher were statistically significantly more likely to report at least moderate overall satisfaction. It wasn’t until E-Factors reached 3.64 or higher that respondents were more likely to report being very or completely satisfied overall.

Out of the sample of 1,361 participants, those who had a natural disposition toward living at the cause of life (High Anabolic Energy), were 100 percent satisfied with their working relationships, 93% satisfied with their level of engagement at work, and nearly 90 percent satisfied with their level of leadership and inherent communication. Their opposite counterparts, those living at the effect of life (High Catabolic Energy), reported only 13 percent satisfaction regarding their engagement level concerning their career, and a 6 percent satisfaction rate, across the board, when it came to communications skills, financial success, and leadership ability.

This contrast points toward a crucial gap, and more specifically, points to the impact of how an individual ‘shows up’ in the world, namely the amount of energy and passion with which they fuel their relationships and professional career.

These findings have served as a catalyst for companies to re-evaluate their corporate culture in favor of leadership engagement and employee engagement, higher productivity levels, and an inside out” approach to job fulfillment, as U.S businesses, on average, are losing \$11 billion annually as a direct result of employee turnover, according to the Bureau of National Affairs.

Renee West, President and Chief Operating Officer of the Luxor and Excalibur Hotel and Casino, one of the world’s leading global hospitality companies, has struggled to find the “secret sauce” to counteract catabolic energy, while promoting a sustainable foundation for employee engagement. It wasn’t until the hospitality chain was introduced to Energy Leadership™ and the Core Energy Coaching™ process that its culture underwent a remarkable change.

According to West, 35 company executives were trained through iPEC’s corporate engagement program, giving them the ability to “coach their mid-level managers rather than direct them, resulting in a shift in how those managers lead frontline employees, in addition to having a definitive impact on customer satisfaction.”

“Engagement stems from core energy, as measured by one’s E-Factor, and in order to make effective changes to workforce engagement, core energy must be shifted from catabolic to anabolic,” explains Luke Iorio, President & CEO, iPEC. “Our Core Energy Coaching™ Process, guided by the framework of Energy Leadership™, is designed to shift energy levels so that an authentic playing field emerges, productivity soars, and employee disengagement becomes obsolete.”

West represents one of the companies making this integrative approach to training a “must have” investment that’s sizeable and long-term, rather than feeding into a catabolic status quo, which often leads to employee attrition and burnout.

“iPEC’s Coach Centric Leadership™ Engagement Program has been the driving force behind creating cultures of engagement, letting employees know that they are valued at every level of the organization,” said Zack Lemelle, Managing Partner, iPEC Corporate Services Division. “Studies indicate that employee engagement, even during difficult times, is an important competitive differentiator for small and large corporations, alike.”

To view the complete study results, visit www.KeyFactorForSuccess.com. To learn more about iPEC’s ICF Accredited Coach Training and Leadership Development programs, visit <http://www.iPECcoaching.com>.

For a copy of the book, Energy Leadership, authored by iPEC Founder, Bruce D. Schneider, simply log on to: <http://amzn.to/120vkf6>.

About iPEC

The Institute for Professional Excellence in Coaching (iPEC) offers the most comprehensive and experiential coach training program in the world. An ICF-accredited Coach Training Program, iPEC is the originator of the Core Energy Coaching™ process – the most effective leadership framework and change process in use today. Founded in 1999 by Bruce D Schneider, MCC and Ph. D., the Institute graduates Certified Professional Coaches in the specialties of life, career/transition, health and wellness, relationship, teen, business, corporate, and executive coaching and operates in 16 major cities across the U.S., Canada, and the U.K.

Founded on more than 30 years of substantial research, the Energy Leadership Development System is a comprehensive program with 4 foundational segments and 8 building blocks that enables anyone to achieve their ideal image of who they want to be. Energy Leadership shows individuals how to identify the sources of their motivation and energy, and how to “shift” or lead that energy in a transformative direction.

In addition, iPEC offers the highly successful and powerful Coach Centric Leadership™ Engagement Program to corporations, organizations, governments, law enforcement agencies, and non-profit organizations, around the world. Most recently, iPEC earned recognition by Leadership Excellence Magazine as one of the Top Leadership Development Programs 2012-2013 and was also voted as one of the “Best Places to Work NJ” in 2013.

About Zajonc Corporation

Zajonc Corporation is a nationwide evaluation company that was established in 2000. Zajonc Corporation provides a comprehensive array of program evaluation services to include evaluation design, logic model development, basic to complex statistical analysis and psychometric services. Zajonc Corporation works with for-profit and nonprofit organizations, cities, counties, schools and universities from New York to California.