

Appletree Engagement Model

The model below depicts how an individual's experience of their business life could be a function of three intertwined aspects. When these aspects are congruent; the 'True You' with the 'Professional You' in the context of a team or broader organisational context, their work becomes a vehicle through which they are able to live what is important to them. Alignment between 'why' and 'how' a person does 'what' they do, builds a sense of wellbeing, mastery, meaning, and self direction, all of which stimulate engagement.

The areas we impact

