

# AMY BRADLEY



**Affiliation:** Senior faculty member at Hult Ashridge International Business School.

**Ideas:** “‘Shades of Grey’, her three-year study into employee engagement, concluded there were four zones of engagement: contentment, disengagement, pseudo-engagement, and engagement. Developed a diagnostic tool to measure engagement in organizations. Her book *The Human Moment* argues that organizations must find ways of becoming more compassionate in an age where work is increasingly de-humanized. Her decade of research concludes that compassion is the key to business performance.

**Content:** [The Human Moment \(LID, 2020\)](#); “Shades of Grey: An exploratory study of engagement in work teams,” “How Engaged Is Your Team, Really?” with Sharon Olivier (HBR, 2019).

**Bio:** Has a PhD from Aston University and is a keen triathlete.

**Verdict:** “The clarion call for the humane management of people to raise performance.” Thinkers50

**Website:** [hult.edu/en/executive-education/insights/team-engagement-which-zone-are-you-in/](https://hult.edu/en/executive-education/insights/team-engagement-which-zone-are-you-in/)

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