

HR "Booster Shot" Now Available Worldwide

New HR Initiative Aims to Increase Employee Engagement and Productivity



Los Angeles, California Jul 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Companies spend billions of dollars each year trying to improve employee engagement, reduce turnover, and increase productivity. A new executive communication initiative called the **Corporate Booster Shot** offers organizations a simple but potentially powerful approach: to remind employees that their work matters - and why.

Developed by author Andrew Lawrence, the Corporate Booster Shot is a customized leadership message designed to strengthen employee motivation, reinforce organizational purpose, and express genuine appreciation for employee contributions.

Research has consistently shown that employees who feel valued and recognized are generally more engaged, more productive, and more committed to their organizations. The Corporate Booster Shot is designed to help organizations communicate that appreciation in a clear, authentic, and meaningful way.

Rather than relying on expensive incentive programs or complex organizational initiatives, the Corporate Booster Shot provides organizations with a customized written that explains:

- Why the organization's work matters

- How employees contribute to that mission
- How their efforts improve the lives of customers and communities
- Why leadership values their contributions

The communication can be delivered by the organization through CEO emails, executive videos, employee meetings, company intranets, or other internal communication channels.

The initiative is intended to help organizations improve employee engagement, strengthen workplace morale, reinforce corporate culture, and potentially increase productivity, retention, and overall organizational performance.

Andrew Lawrence, author of more than twenty books on personal development, workplace meaning, and human potential, developed the concept after years of research, observation and experience.

"The Corporate Booster Shot helps organizations communicate one of the most important messages employees can hear—that they are valued and that their work makes a meaningful difference," Lawrence said.

Organizations interested in learning more may visit www.CorporateBoosterShot.com.

If you wish to request a sample Corporate Booster Shot contact:

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<https://www.CorporateBoosterShot.com>

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