Name: Kenneth P. De Meuse

Job Title/Company: Principal and President, Wisconsin Management Group

Job responsibilities: Development and validation of new psychological assessments, business development and client relations, executive coaching, thought leadership, present research findings at key client meetings and professional conferences.

My specific I-O interests (research and/or practice): Leadership assessment and development, organizational downsizing, corporate values and culture

My career path/job history: 1 – internal HR consultant at Union Carbide, 2-assistant professor of psychology at Iowa State University, 3 – internal HR consultant at Intergraph Corporation, 4 – professor of management at U. of Wisconsin – Eau Claire, and 5 – VP of global research at Korn/Ferry International, 6 – President and Principal at Wisconsin Management Group

How I became interested in I-O psychology: I have always been interested in enhancing engagement, health, and productivity in the workplace by applying what we know about human behavior and attitudes.

A typical day at my job includes: No two days are alike – typically, responding to client research questions, reading reports, writing papers, BD activities, analyzing studies and findings, managing my team.

What I like best about my job: See answer to “A typical day at my job includes”!

Some of the challenges of my job: Identifying which consulting engagements to pursue, communicating research findings so clients can understand and use them effectively, hiring quality employees

Something others may find interesting about me: I am an avid sportsman – continue to play basketball whenever I can, founded the Eau Claire Indoor Sports Center in 2001 – continue to own the facility as an investment.

My other I-O and SIOP-related activities: I generally present at SIOP; occasionally at APA, AOM, and SHRM. Try to publish 1-3 journal articles a year.

My advice to future I-O psychologists: Be prepared to explain to others what I-O psychology is and what you do at work. Be willing to venture outside your comfort zone to learn, grow, and develop – careers are journeys not destinations. Also, When I was just beginning my career in I/O, I yearned for job experience. Now that I have 25+ years of experience, I wish I possessed the wide-eyed enthusiasm and energy level of youth. It is important to appreciate and leverage your unique strengths during each stage of your career.

Why I-O psychology matters: Our research affects people’s lives!

Read the entire series at www.siop.org/psychatwork.aspx!