The Dual Pathways to Proactive Engagement

Traditional top-down job design is being replaced by proactive, employee-driven models. This infographic compares two primary strategies—Expensive Job Crafting and Idiosyncratic Deals (I-Deals)—and highlights the specific organizational conditions required to make each successful.

Expansive Job Crafting
(The "Informal" Path)

Idiosyncratic Deals
(The "Negotiated" Path)

Informal Role Reimagining

Employees proactively add challenging tasks and seek feedback to align work with personal strengths.

Bespoke Employment Terms

Formal, negotiated agreements for personallzed flexibility, training, or specific task assignments.

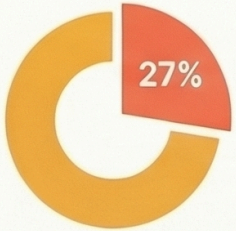
Fueled by Psychological Safety

This path only works when employees feel safe to take interpersonal risks without fear.

Anchored in Organizational Justice

Engagement only rises if the negotiation process is perecived as fair and transparent.

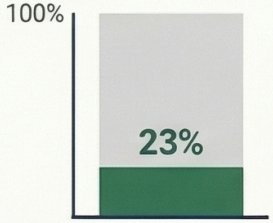
Informal & Incremental	Formality	Formal & Negotiated
Psychological Safety	Primary Enabler	Organizational Justice
Changes "How" work is done	Scope	Changes "What/When" of work



27%

Increase in Innovation

High-safety teams suggest significantly more process improvements through active job crafting.



23%

Lower Turnover Intentions

Personalized development deals significantly improve telent retention and discretionary effort.

NotebookLM