



HR Strategy and Training

HR practices for employee engagement and boosting productivity

Course Introduction

The role of the human resources department has expanded in the last few years to grow past simply enforcing policies and procedures, recruiting, hiring, onboarding, and people management. Beyond attracting talent, HR departments can help keep recruiting and hiring costs down by focusing on keeping current talent productive and providing programs that encourage both personal and professional growth. Employee engagement is one of the most important indicators in gauging work satisfaction.

Target Audience

Who is this course for, and can benefit the most

- Senior Executives
- Business Partners
- HR Managers
- HR Personnel Manager
- HR Director
- Regional managers

Learning Objectives

At the end of the training course, participants will be able to

- Defend the value of employee engagement to an organization and explain it
- Derive learning lessons from the ABC (Antecedents, Behaviors, Consequences) model for engagement
- Design, build and implement the requirements for an engagement culture
- Evaluate and track the impact of engagement on business performance

- Craft specific HR practices aimed at increasing employee engagement
- Identify, develop and champion the required change initiatives
- Build comprehensive employee engagement surveys and interpret their results

Course Outline

- **01 Day One**

THE CASE FOR EMPLOYEE ENGAGEMENT

- Today's business reality
- Managing times of changing people
- What people want; employees versus employers wants
- Defining engagement
- Satisfaction versus engagement
- Gallup's Q12 index of engagement
- The engagement business case; the Return on Investment (ROI) of engagement

- **02 Day Two**

THE ANTECEDENTS, BEHAVIORS, CONSEQUENCES (ABC) MODEL OF ENGAGEMENT

- Why people do what they do
- Carrots or sticks
- The ABC model
- Behavior Modification
- The Abc Model For Behavior Modification
- Antecedents At Work
- The Top Engagement Antecedents Expectations
- What Makes Consequences Effective
- Consequences That Kill Engagement
- Positive and negative reinforcement
- Organizational tools to communicate expectations

- **03 Day Three**

ENGAGEMENT CULTURE

- Things that are important to employees
- The drivers of engagement
- The building blocks of an engagement culture
- Spitzer's eight desires of motivation and engagement
- An employee engagement model
- Two-way communication
- Trust in leadership
- Career development
- Employees role in the success
- Shared decision making
- Career discussion
- Employee gatherings
- The role of values in building a culture of engagement

• 04 Day Four

THE ROI OF EMPLOYEE ENGAGEMENT

- Employee retention funnel
- Research data about engagement metrics
- On-Boarding breakeven point
- ROI of engagement calculations: A practical example
- HR PRACTICES FOR ENGAGEMENT
- The talent war and the cost of losing it
- Building the employee brand; what an engaged employee looks like
- Factors that improve employee engagement
- Activities that organizations can follow to build engagement
- Building high performance teams: a powerful engagement tool

• 05 Day Five

EMPLOYEE ENGAGEMENT INITIATIVES

- The CEO: Chief Engagement Officer
- Leadership that ignites passion
- The VOICE framework
- Managing employee engaging events
- Checklist of employee engagement best practices
- Employee engagement ideas from A to Z
- EMPLOYEE ENGAGEMENT SURVEYS
- Four surveys not one
- A suggested framework for designing an effective engagement survey

- Fairness
- Involvement
- Wellbeing
- Information
- Degree of engagement

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4950.00 \$	England - London
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
July 27, 2025	July 31, 2025	5 days	2150.00 \$	Virtual - Online
Dec. 29, 2025	Jan. 2, 2026	5 days	4950.00 \$	South Africa - Cape Town