



HR Strategy and Training

# **Employee Experience and Engagement Strategies for Retaining and Inspiring Talent**

# Course Introduction

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## Employee Experience (EX)

In today's rapidly evolving business landscape, organizations that prioritize the employee experience (EX) are gaining a competitive advantage in talent retention, innovation, and overall performance. This immersive 5-day training program is designed to equip HR professionals, people managers, and organizational leaders with the mindset, strategies, and tools needed to reimagine the employee journey and build deeply engaged, purpose-driven workplaces.

Unlike traditional approaches that focus solely on satisfaction or motivation, this course explores employee experience as a holistic system—one that encompasses every touchpoint of an employee's journey, from recruitment and onboarding to growth, development, and departure. Participants will learn how to design meaningful, human-centred experiences that foster emotional connection, trust, and belonging across all stages of employment.

The program takes a blended approach, combining behavioural science, organizational psychology, service design thinking, and real-world case studies from high-performing organizations. Through interactive workshops, journey-mapping exercises, and feedback simulations, participants will be empowered to take a data-informed and design-led approach to EX and engagement.

Across five intensive days, learners will explore the key drivers of engagement such as purpose, autonomy, recognition, and growth. They will understand how to measure what matters, translate feedback into meaningful actions, and implement scalable strategies to embed engagement into daily operations. Special emphasis will be placed on manager enablement, the role of leadership in shaping culture, and the integration of technology in delivering seamless hybrid employee experiences.

## Target Audience

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- Human Resources professionals.
- Organizational development specialists and EX/HR business partners
- People managers and department heads.

- Senior leaders and executives responsible for performance, and innovation

## Learning Objectives

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- Understand the full employee experience journey across all touchpoints
- Apply contemporary engagement models and behavior-based strategies
- Use data and employee feedback systems to drive organizational improvement
- Design inclusive, employee-centric people policies and touchpoints
- Build a culture centered around purpose, recognition, growth, and trust
- Equip managers and leaders to become engagement multipliers

## Course Outline

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### • DAY 01

#### Foundations of Employee Experience (EX)

- What is Employee Experience? Key distinctions from Employee Engagement
- The business case for EX: KPIs, ROI, and the impact on performance
- Understanding the EX lifecycle: Onboarding to offboarding
- Linking EX to organizational culture, EVP, and brand
- Maturity models, global trends, and future-forward EX thinking

### • Day 02

#### Listening and the Employee Voice

- Creating a culture of listening: Feedback, surveys, 1:1s
- Tools to capture sentiment (e.g., pulse surveys, eNPS, anonymous channels)
- Interpreting feedback: From data to insights
- Fostering psychological safety and trust
- Case studies: Feedback-to-action best practices

## • Day 03

### Engagement Drivers and Strategic Design

- The six core drivers of engagement: purpose, growth, recognition, leadership, autonomy, connection
- Strategic alignment: Linking HR, EX, and business goals
- Empowering leaders and managers in the engagement journey
- Reimagining people processes: Onboarding, development, and internal mobility
- Engagement metrics: What matters and how to measure it

## • Day 04

### Designing “Moments that Matter”

- Mapping the employee journey: Identifying critical touchpoints
- Designing intentional experiences (digital, hybrid, physical)
- Building personas: HR as internal service designers
- Integrating DEIB (Diversity, Equity, Inclusion, Belonging) into EX
- Leveraging technology to deliver scalable, personalized experiences

## • Day 05

### Sustaining Engagement and Organizational Culture

- Embedding EX into leadership behaviors and strategic decisions
- Driving engagement through rewards, communication, and recognition
- Manager enablement and accountability systems
- Crafting an EX transformation roadmap
- Group Presentations: Organizational engagement strategies and action plans

# Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 30, 2025	July 4, 2025	5 days	4950.00 \$	Italy - Milan
Oct. 13, 2025	Oct. 17, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 27, 2025	Oct. 31, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Dubai