

# € TRAINING

Certificate In Employee Engagement



5 - 16 August 2024  
Casablanca (Morocco)  
New Hotel



# Certificate In Employee Engagement

REF: H1317 DATE: 5 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

The course is highly participative with a number of case studies, exercises, and discussion groups. Tom is keen for you to bring with you issues and challenges from your own organization so that he can give you relevant guidance and support. As companies strive to compete in an increasingly competitive marketplace, you need to think about your employees and whether they are highly engaged to help your business grow. Recent research from Aon Group has shown that 61% of employees globally are engaged, meaning 39% are not; so how is this creating a drag on business performance? Employee Engagement is generally seen as a state of being, that brings together concepts of work effort, motivation, organizational commitment, and job satisfaction. In simple terms, it is about employees "going the extra mile", and feeling valued with passion for work.

In the Middle East the main focus, over the past few decades, is in the use of reward to motivate and ultimately "engage" employees. While reward can play a role there are a number of other actions that will help employees to be happier, healthier, and more fulfilled at work, and as a consequence, they will deliver improved business performance. Research has repeatedly demonstrated that positive work relationships are linked to profit, revenue growth, customer satisfaction, etc. In addition, engaged employees will be stronger advocates of their organizations and help protect the employer from the reputational risks associated with poor service levels or product quality.

Conversely, having a disengaged workforce brings huge risks, as well as productivity losses. Organizations may lose their best people, threaten effective collaboration, innovation, and human capital management, as employees will not be inclined to use their tacit knowledge and skills for the good of the organization.

This course will provide knowledge, guidelines, templates, and case studies to help you develop an engaged workforce and contribute to improved business performance.

## Course Objectives:

At the end of this course the participants will be able to:

- Explore Employee Engagement EE and its challenges in the Middle East
- Understand how EE contributes to financial performance
- Explain the role of HR, management, and supervisors in improving EE
- Build the business case for EE, and develop and implement an EE strategy
- Convince key stakeholders and gain their buy-in to ensure successful implementation
- Show how recruitment, reward, and learning and development can help drive your EE program

## Targeted Audience:

- Head of Departments
- Managers
- HR Managers
- HR Professionals
- Project Planning

## Course Outlines:

## Unit 1: Employee Engagement - Setting The Scene:

- What is Employee Engagement?
- Why is it important to an organization?
- What is its impact on business performance?
- Who is responsible for Employee Engagement?
- The latest thinking in Employee Engagement

## Unit 2: Employee Engagement In The Middle East:

- How engaged are employees in the region?
- Is it all about money?
- What are the challenges of Employee Engagement in the region?
- Understand the dynamics of a changing workforce - Generation Z and C

## Unit 3: The Importance Of Culture And Values, And Building An Employer Brand:

- Building company values
- "Culture eats strategy for breakfast"
- Building an employer brand
- Importance of the "psychological contract"

## Unit 4: Assessing What Employees' Views Are:

- How to gather data on Employee Engagement?
- Developing and managing an Employee Engagement survey
- Dealing with the results of engagement surveys
- Tips on developing an engagement survey

## Unit 5: Building The Business Case For An Engagement Programme:

- Understanding the financial drivers of your business
- The importance of metrics
- Guidelines on building the business case

## Unit 6: Building An Employee Engagement Strategy:

- Defining your organization's purpose
- Role of company values and how they are "lived" by managers and employees
- Defining your organization's expectations of employees
- Understanding your employees' expectations of your organization
- Building an engagement strategy and plan

## Unit 7: The Role Of Executives And Managers In Engagement:

- The role of motivation in Employee Engagement
- Defining and gaining agreement to key management behaviors
- Building on your employer brand by creating a "leadership" brand for engagement
- Role of senior executives in delivering on your engagement model
- Role of managers and supervisors for driving and supporting engagement down your organization
- Role of teams in engagement

## Unit 8: Engaging Key Stakeholders:

- Identifying key relationships
- How to win over key stakeholders
- How to maximize your influencing skills
- Importance of the financials

## Unit 9: Implementing An Engagement Programme:

- Importance of project planning
- Developing an integrated approach
- Communication planning on the purpose and expectations of enjoyment
- Change management and managing the change, it's not easy

## Unit 10: Recruit For Engagement:

- Is there a "right" type of employee and attracting those that
- will support your engaged organization?
- What to look for in new recruits?
- Broaden your recruitment process
- Use of onboarding to set the tone of an engaged
- organization for new recruits

## Unit 11: Reward And Recognition For Engagement:

- Overview of different types of reward and their impact on Employee Engagement
- The power of recognition schemes
- Role of performance management and its link to engagement
- Role of competencies in engagement
- Dealing with poor performance while maintaining high levels of engagement

## Unit 12: Learning And Development, And Engagement:

- Importance of learning and development, and embedding learning
- Creating a learning organization
- Learning agility
- Utilizing coaching to support your engagement program
- Developing your managers to enhance engagement