

Employee Engagement

Overview

Duration: One Day

Employee engagement is a necessary strategy for companies that want to succeed in the marketplace. Employee engagement is not an HR initiative that managers are reminded to do once a year. It is a key strategic driver of employee performance, accomplishment, and continuous improvement all year long. It is the outcome of how your organisation interacts with people to drive business results.

Description

Engagement is a heightened emotional connection that an employee feels for his organisation, which influences them to put in greater effort. Higher engagement levels yield higher productivity and retention rates. This makes employee engagement a powerful factor in business success. Engaged employees are more productive, customer-focused, and profit-oriented, and organisations are more likely to retain them.

An essential part of an organisation's talent management strategy is its focus on employee engagement and retention. Organisations that maintain this focus create an environment where employees have the tools, resources, and professional opportunities to develop skills and fulfil their career goals.

This course aims to help highlight the requirements that managers and leaders have to help improve the engagement of employees, while giving them key tools and supporting content to ensure they are prepared to deliver on employee engagement within the organisation.

Topics covered:

- **The Current Situations** – Using a PEST analysis approach to identify the current status of employee engagement within the organisation, whilst establishing the internal and external factors that can have an impact on employee engagement.
- **Roles and Responsibilities** – Establishing the different roles people have in ensuring employee engagement and the responsibilities that we all have for ourselves in ensuring we are motivated and engaged at work. Participants are encouraged to consider their level of engagement, what this means and how it can improve.
- **The Four Enablers** – Focusing on the Four Steps to Employee Engagement and how organisations and the leaders within it can create the right environment for a positive outlook to be nurtured. Includes a case study to identify key working practices.
- **Job Design** – Understanding how the implementation of a job role can affect how the employee feels about it and the five characteristics that should be considered

to help develop a role that employees are motivated to work in. Includes a chance to apply the five characteristics to a job role to help relate the approach to a real scenario.

- **Creating the Right Work Environment** – Reviewing the big picture and the approach that the organisation and managers should take to ensure a culture of engagement and motivating factors. Creating an environment where employee engagement can flourish and applying techniques to personal work experiences.
- **Engagement and Retention** – Establishing the importance of long-term career growth and opportunity to engagement and how this helps develop employees that feel valued and enjoy what they do each day. Includes a case study to identify how the approach can be applied to real-life scenarios.
- **Engagement Tactics** – Developing an understanding of the tactics that can be applied to employee engagement and prioritising the factors that are most influential.
- **Disengagement and the Six Human Needs** – Identifying how employees become disengaged and what action can be taken to turn this around. Developing knowledge of the fundamental needs that people need to have met to make them feel happy and motivated. Includes a case study that helps participants identify the needs of employees in a real example, while helping them to identify issues within their team.
- **Critical Success Factors** – Focusing on the engagement techniques that can be applied in the workplace and the critical success factors that managers should include in their strategy and how they might overcome barriers or challenges to their approach.

Who Should Attend?

This training course is suitable for anyone who works in a management or leadership role.