MERCURY

Employee Engagement and Commitment Course

5 – 9 September 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15268_271351 **Date:** 5 – 9 September 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction to Engagement and Commitment:

Managers need to recognize the secrets and techniques of employee engagement and commitment, how it results in advanced productivity and customer support, and how to inspire personnel to go the extra mile.

The employee engagement and commitment program aims to increase productivity and motivation by applying best practices to how the organization treats employees. It will create a working environment where all staff can contribute their full potential.

This employee engagement and commitment training will create a supportive and trusting climate at work and ensure that individual and collective employee relations ER issues are handled positively and sensitively, fostering organizational commitment and employee engagement.

Boosting Engagement and Commitment:

This employee engagement and commitment course explores strategies for increasing employee commitment and engagement, providing insights and actionable steps to enhance the levels of responsibility within the organization and foster a supportive environment that encourages employee engagement and organizational commitment.

Targeted Groups:

- Managers, Supervisors, and Team Leaders.
- Human Resources Specialists.
- Employees want to gain new skills and knowledge to improve their careers.

Targeted Competencies:

In this employee engagement and commitment training, participants' competencies will:

- Leadership skills.
- Communication skills.
- Performance management.
- Employee relations.

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Course Objectives:

Participants in this employee engagement and commitment course will:

- Understand the cost of employee engagement to a company and explain it.
- Measure the extent of employee engagement and commitment in their company.
- Design, perform, and interpret engagement surveys.
- Design, construct, and implement the requirements for an engagement culture.
- Identify, develop, and champion the required change initiatives. Measure and track the impact of engagement on business performance.

Course Content:

Unit 1: Introduction and Overview:

- Employee Engagement: What It Is, How It Works, and Why It Matters?
- Why Employee Engagement Is Important to Your Organization?
- How Can You Measure Engagement in Your Organization?
- Employee Engagement: From People to Profits.
- The Doom and Gloom of a Disengaged Workforce: How to Turn It Around.

Unit 2: The Drivers for Employee Engagement:

- Understand the Drivers of Engagement.
- The Right and Wrong Drivers.
- The 7 Pillars of Engagement The Engagement Model: How it Works.
- The Benefits of a Committed Workforce: Retention and Productivity.

Unit 3: Rules of Engagement: Is it War?

- The Talent War: The Cost of Losing It.
- Closing the Engagement Gap: How Great Companies Unlock Employee Potential for Superior Results?
- Involve and empower employees.
- Build the Employee Brand: What an Engaged Employee Looks Like.
- Build High-Performance Teams.

Unit 4: Building an Engagement Culture:

- Develop an Engagement Strategy.
- Values: The Linkage to Culture.
- Tools, Tips, and Advice for Employee Engagement.
- Communication and Engagement.
- CEO: Chief Engagement Officer.
- Leadership that Ignites Passion.
- Use Metrics to Stay on Track.

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Unit 5: Change, Embrace It or Go Broke:

- Transforming a Conservative Company - The Power of Laughter.
- The Change Competencies.
- The Eight Stages of Change: The Kotter Model.
- Is your Iceberg Melting? What Might it Mean for You or Your Organization?
- Engagement Is Not Enough.
- The Momentum Is with You: Keep it Going.