



Employee Engagement and Commitment

16 - 20 Sep 2024
Casablanca (Morocco)



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Ref.: 15268_269100 **Date:** 16 - 20 Sep 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction

Managers need to recognize the secrets and techniques of worker engagement, the way it ends in advanced productiveness and customer support, and the way to inspire personnel to move the greater mile. The program is designed to develop increased productivity and motivation through the application of best practice in the way that employees are treated by the organization. It will enable the creation of a working environment in which all staff can contribute their full potential. This will involve creating a supportive and trusting climate at work and ensuring that individual and collective ER issues are handled positively and sensitively.

Targeted Groups:

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

Targeted Competencies:

- Leadership skills
- Communication skills
- Performance management
- Employees relations

Course Objectives

- Understand the cost of worker engagement to a company and explain it.
- Measure the extent of worker engagement in their company.
- Design, perform and interpret engagement surveys.
- Design, construct and put in force the necessities for an engagement culture.
- Identify, expand and champion the specified alternate initiatives. Measure and tune the effect of engagement on enterprise 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 You Can 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

- Understanding 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
- Involving and Empowering Employees
- Building the Employee Brand: What an Engaged Employee Looks Like
- Building High-Performance Teams

Unit 4: Building an Engagement Culture

- Developing 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
- Using Metrics to Stay on Track

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 it Might Mean for You or Your Organization
- Engagement Is Not Enough
- The Momentum Is with You: Keep it Going



**Registration form on the :
Employee Engagement and Commitment**

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