



course : Employee Engagement: Strategy and Practices

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-10-26	End Date :	2025-10-30
Period :	1 Week	Price :	3950 \$

HighPoint Training and Management Consultancy
هاي بوينت للتدريب والاستشارات الإدارية

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Course Overview

Employee engagement is a critical driver of organizational success. Engaged employees are more productive, provide better customer service, and contribute to a positive workplace culture. However, creating and sustaining high levels of engagement requires deliberate strategies, effective leadership, and practical tools.

This 5-day Employee Engagement Excellence Training course is designed to equip managers, supervisors, and HR professionals with the knowledge, skills, and techniques to foster an engaged workforce. Through a mix of interactive lectures, case studies, group exercises, and real-world examples, participants will learn how to design, implement, and measure initiatives that inspire employees to perform at their best. By attending this course, participants will gain the ability to build a culture of engagement, align HR practices with organizational goals, and apply actionable strategies that drive both employee satisfaction and business performance.

Course Objectives

By the end of this course, participants will be able to:

- Explain the value of employee engagement to an organization.
- Apply the ABC (Antecedents, Behaviors, Consequences) model to drive engagement.
- Design and implement strategies to cultivate an engagement-focused culture.
- Evaluate and monitor the impact of engagement on business performance.
- Develop HR practices aimed at increasing employee engagement.
- Plan and lead change initiatives that enhance engagement.
- Create, administer, and interpret comprehensive employee engagement surveys.

Target Audience

This course is ideal for:

- Managers who want to understand the secrets of employee engagement and its impact on productivity and customer service.
- HR professionals responsible for designing and implementing engagement initiatives.
- Supervisors and team leaders whose primary role includes motivating and engaging their staff.

- Any professional seeking to improve employee motivation, build stronger teams, and enhance organizational performance.

Methodology

This course uses a combination of interactive methods, including:

- Short lectures and lecturettes
- Case analyses and practical exercises
- Group discussions and activities
- Experience-sharing sessions
- Short films highlighting organizations that successfully boosted employee engagement

Course Outline

DAY 1 :Understanding Employee Engagement

- Introduction to employee engagement: definition and benefits
- The ABC model: Antecedents, Behaviors, Consequences
- Linking engagement to productivity, customer service, and organizational performance
- Case study: Successful employee engagement initiatives

DAY 2 : Building an Engagement Culture

- Key drivers of an engagement-focused culture
- Designing and implementing engagement strategies
- Leadership role in fostering engagement
- Group activity: Mapping engagement initiatives within your organization

DAY 3 :HR Practices & Change Management

- Crafting HR practices to improve engagement
- Leading change initiatives for engagement
- Overcoming resistance and promoting adoption
- Practical exercises: Change planning and stakeholder mapping

DAY 4 :Measuring Engagement

- Designing employee engagement surveys
- Administering and collecting data effectively
- Interpreting survey results and deriving actionable insights
- Group activity: Survey analysis and recommendation development

DAY 5 :Sustaining Engagement

- Monitoring and tracking engagement over time
- Continuous improvement strategies for engagement
- Building long-term commitment and accountability
- Action planning: Implementing engagement strategies in your team/organization

Certificates

On successful completion of this training course, HighPoint Certificate will be awarded to the delegates. Continuing Professional Education credits (CPE): In accordance with the standards of the National Registry of CPE Sponsors, one CPE credit is granted per 50 minutes of attendance.