

# Employee Engagement and Retention Course

## Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-07-21

**End Date:** 2026-07-25

## Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** HRMC

**Course Code:** HRMC-40

## Syllabus

---

### Course Syllabus

#### Introduction

Managers who want to know the secrets of employee engagement, how it leads to improved productivity and customer service and how to encourage employees to go the extra mile.

#### Objectives

- Understand the value of employee engagement to an organization and explain it.
- Measure the level of employee engagement in their organization.
- Design, carry out and interpret engagement surveys.
- Design, build 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.

- 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

## **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
- Creating a Great Place to Work

## **Surveys Are You Engaged or Married?**

- What You Need to Know and How You Go About Finding Out
- Employee Engagement Surveys “ Designing and Conducting
- Employee Engagement Surveys “ Analyzing and Interpreting the Data
- Benchmarking “ How Good or Bad Are You
- Reporting on Employee Engagement Surveys
- Giving Employees Feedback
- International Survey Findings

## **Day Four**

### **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

### **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

- The 8 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