



Building Employee Satisfaction & Engagement

A Leader's Guide to Maximizing Employee Capacity

3-Hour Delivery Format

Overview:

Global competition, technological advances and the demands of cost-quality-time conscious customers and stakeholders have produced a workplace environment aptly described as “permanent whitewater”. Add to this the rapid pace of change and the never ending pursuit of excellence and organizations today face an unparalleled challenge to succeed. While many of these new workplace realities present real obstacles, they also present an unparalleled opportunity for organizations to set themselves apart from the competition.

A common denominator of highly successful organizations in any sector during these turbulent times is the ability to harness employee engagement to create stakeholder loyalty. Simply put, when organizations put employees and customers first, their employees are satisfied, their customers are loyal and their profits increase. In this hands-on and highly interactive workshop, participants will explore a variety of techniques for turning employee satisfaction and engagement into increased stakeholder value. The workshop also offers valuable insight into the critical role that leaders must play to ensure employee engagement.

Core Contents:

- Exploring the employee satisfaction / engagement link
- The business case for employee engagement
- Common pitfalls of employee engagement initiatives
- Understanding the leader's role in building and maintaining engagement
- Taking your organization's engagement pulse
- Best practice methodologies for improving employee engagement
- Low-cost / low-maintenance strategies for boosting employee satisfaction
- Defining obstacles and solutions

Learning Objectives:

- Create a context for understanding engagement drivers
- Explore the business impact and value of employee engagement
- Build awareness of common barriers to engagement program success
- Expand understanding of key leadership behaviors and attributes that impact engagement
- Assess the current state of organizational efforts that drive engagement
- Examine best practice research related to employee engagement
- Identify and explore proven techniques for improving employee satisfaction
- Build a meaningful plan of action