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COURSE BROCHURE

Employee Engagement Strategy and Practices Training Course

20 – 24 September 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Employee Engagement Strategy and Practices Training Course

Ref: 3197_121535 **Date:** 20 – 24 September 2027 **Location:** Casablanca **Fees:** 4500 GBP

Employee Engagement Strategy and Practices is a 1-week training course for human resources, internal communication and department leaders who shape how people connect with their work, ending in an organisation-wide engagement strategy and action plan. Engagement now decides whether talent stays, whether change lands and whether frontline effort follows institutional goals. Jupiter Prime Training runs this course for leaders who carry engagement as a shared responsibility.

Why Employee Engagement Strategy and Practices Matters Now

Three forces shape employee engagement today. Hybrid and shift-based work has thinned the everyday contact that once carried belonging. A younger workforce expects voice, growth and fair recognition, and moves quickly when these are missing. Executives now ask engagement leads to show how sentiment links to service quality, safety and retention rather than to report a single annual score. Handled well, engagement surfaces problems early; handled badly, opinions are collected, ignored and trust falls. The course rests on driver analysis, employee listening and the link between engagement priorities and institutional objectives.

Who Gains Most from Employee Engagement Strategy and Practices

- Human resources specialists who own engagement measurement, recognition schemes and retention reporting
- Internal communication leads who design listening channels and explain what changes after feedback
- Department heads accountable for the commitment, effort and turnover of their own units
- Organisational development advisers who connect engagement findings to culture and capability work
- Strategy office staff who tie workforce sentiment to institutional goals and performance reviews

A cross-functional group from human resources, communication and line leadership gains most by attending together.

Employee Engagement Strategy and Practices Capabilities

Participants move from reading engagement scores to steering the drivers behind them, with sponsors, managers and staff each holding a defined part.

- Assess the drivers of commitment and discretionary effort across units — where leadership attention goes first
- Design a listening mix of census, pulse and conversation channels — the executive sponsor approving the cycle
- Analyse engagement results by segment and driver strength — which groups need targeted action
- Align engagement priorities with institutional objectives and service measures — the strategy office and board
- Build a recognition and growth offer that answers the strongest drivers — human resources budget holders
- Communicate what changed after each listening round — staff trust in the next cycle

Key Employee Engagement Strategy and Practices Terms

- Employee engagement — the commitment people give to their work, colleagues and organisational goals.
- Engagement driver — a workplace condition, such as recognition or growth, whose change measurably moves commitment and effort.
- Discretionary effort — the extra energy an employee chooses to give beyond what the role formally requires.
- Pulse survey — a short, frequent questionnaire that tracks a few chosen items between larger listening rounds.
- Employee voice — the channels and habits through which staff raise ideas and concerns and see them answered.
- Engagement sponsor — the senior leader who owns engagement outcomes, clears obstacles and reports progress to executives.

Employee Engagement Strategy and Practices Day by Day

Day 1: The Forces Behind Workforce Commitment

- Engagement Versus Satisfaction Distinction — Choosing What the Organisation Will Measure
- Hybrid and Shift Work Effects — Where Belonging Weakens Across Units
- Workforce Expectation Shifts — Voice, Growth and Fairness Priorities for Leaders
- Disengagement Cost Signals — Turnover, Absence and Service Quality Links
- Engagement Ownership Map — Sponsor, Human Resources and Manager Roles

Day 2: Listening Channels and Driver Measurement

- Listening Mix Design — Balancing Census, Pulse and Conversation Channels
- Questionnaire Item Writing — Testing Clarity, Bias and Driver Coverage
- Confidentiality and Reporting Thresholds — Protecting Trust in Small Teams
- Focus Groups and Stay Interviews — Hearing Reasons Behind the Scores
- Listening Calendar — Timing Rounds Around Business and Planning Cycles

Day 3: Reading Results and Setting Priorities

- Segment Comparison — Finding Units, Tenure Bands and Roles at Risk
- Driver Strength Analysis — Separating High-Impact Drivers From Background Noise
- Comment Theme Coding — Turning Free Text Into Actionable Themes
- Priority Matrix — Weighing Driver Impact Against Effort and Cost
- Results Briefing for Executives — Telling the Engagement Story Without Blame

Day 4: Practices That Move the Drivers

- Recognition Practice Design — Fair, Timely and Visible Appreciation Choices
- Growth and Internal Mobility Offer — Keeping Ambitious Staff Inside
- Manager Engagement Conversations — Equipping Line Leaders for Regular Check-Ins
- Goal Line of Sight — Connecting Individual Work to Institutional Objectives
- Feedback Loop Communication — Showing Staff What Changed and Why

Day 5: Practising the Engagement Strategy and Action Plan

- Applying the Listening Mix — Drafting the Year's Measurement Approach
- Applying Driver Priorities — Selecting Three Organisation-Wide Focus Areas
- Applying Driver Practices — Assigning Actions, Owners and Milestones
- Engagement Indicator Set — Tracking Progress Alongside Retention and Service Measures
- Organisation-Wide Engagement Strategy and Action Plan — Sponsor-Ready Final Version

Applying Employee Engagement Strategy and Practices After the Course

- Run a driver strength review of the latest engagement results with two department heads and agree three focus areas.
- Launch a short pulse round on the chosen drivers and publish a one-page note on what changed since the last round.

Employee Engagement Strategy and Practices Questions FAQ

What is employee engagement strategy and why does it matter now?

Employee engagement strategy is the planned way an organisation listens to staff, finds the drivers of commitment and acts on them. It matters now because hybrid work and retention pressure make unmanaged engagement costly.

Which roles gain most from employee engagement strategy and practices?

Human resources, internal communication and department leaders gain most. They own listening, recognition and reporting and need one shared way to act on results.

How does an employee engagement strategy course differ from a team survey action course?

An employee engagement strategy course works at organisation level. A team survey action course helps one line manager; this course sets listening, drivers and sponsorship organisation-wide.

What do you bring back from employee engagement strategy and practices?

You bring back an organisation-wide engagement strategy and action plan. It sets your listening mix, priority drivers, practices, owners and indicators.

Employee Engagement Strategy and Practices: The Way Forward

The organisation-wide engagement strategy and action plan first informs which three drivers the organisation will fund and champion this year. Sponsors, human resources and department heads use it to set expectations and schedule listening rounds. After the first pulse round, revisit whether the chosen drivers still explain the movement in commitment.