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COURSE BROCHURE

Creating Organisational Loyalty Training Course

21 – 25 December 2026
Barcelona

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Registered in the United Kingdom and Saudi Arabia

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Creating Organisational Loyalty is a 1-week training course for HR business partners and people managers who want to build a Loyalty Action Plan for their unit, grounded in engagement drivers, the psychological contract and retention evidence. Skilled people now weigh purpose, growth and fair treatment as closely as pay, and unplanned exits drain knowledge and client relationships. Jupiter Prime Training sets organisational loyalty within everyday people decisions.

Why Organisational Loyalty Matters Now

Three forces shape organisational loyalty today: a mobile workforce that compares employers openly, hybrid working that weakens informal belonging, and line managers who carry more of the employee relationship than any policy does. Handled well, loyalty keeps scarce skills and customer continuity; handled badly, quiet disengagement becomes regretted resignations, lost client relationships and rising replacement costs that leaders usually notice only after the damage. The course rests on the psychological contract, the employee value proposition EVP and the employee lifecycle.

Who Gains Most from Organisational Loyalty

- Those who partner business leaders on workforce risk and talent retention
- Those who lead teams and hold the day-to-day employment relationship
- Those who design recognition, reward and career frameworks
- Those who analyse turnover, survey and exit information
- Those who shape onboarding and the early-tenure experience

A business unit gains most when its HR partner and two or three of its line managers attend together.

Organisational Loyalty Capabilities

Commitment is earned through promises kept, honest conversations and visible futures; these outcomes show where it weakens.

- Assess which engagement drivers most influence intent to stay in a unit — business leaders setting people priorities
- Map the explicit and unspoken promises of the psychological contract — managers repairing broken expectations
- Conduct stay interviews that surface reasons to leave early — line managers protecting key talent
- Calculate regretted turnover and flight-risk indicators from workforce records — HR partners briefing leadership
- Design recognition and career pathway options that fit the unit — reward and talent specialists

- Build a prioritised loyalty action plan with owners and measures — the leadership team approving it

Key Organisational Loyalty Terms

- Organisational loyalty — an employee's lasting commitment to stay with and speak well of an employer.
- Psychological contract — the unwritten beliefs employees and employers hold about what each owes the other in return for effort.
- Stay interview — a structured conversation with a valued employee about what keeps them and what might pull them away.
- Regretted turnover — the share of leavers the organisation wanted to keep, used as a sharper signal than total attrition.
- Employee value proposition EVP — the rewards, growth, culture and purpose an employer offers in return for contribution.
- Flight risk — the assessed likelihood that a specific employee or group will leave within a defined period.

Organisational Loyalty Day by Day

Day 1: The Forces Behind Commitment and Exit

- Commitment Versus Compliance Models — Separating Genuine Loyalty From Default Staying
- Employee Lifecycle Mapping — Locating the Moments Where Commitment Is Won or Lost
- Labour Market and Hybrid Work Trends — Weighing External Pull Against Internal Push
- Cost of Regretted Exits — Framing Retention as a Business Risk for Leaders
- Loyalty Baseline Diagnostic — Choosing the Unit and Population to Focus On

Day 2: Engagement Drivers and the Psychological Contract

- Engagement Driver Analysis — Ranking Factors That Most Affect Intent to Stay
- Psychological Contract Mapping — Surfacing Unspoken Promises Between Managers and Staff
- Contract Breach and Repair Conversations — Restoring Trust After Broken Expectations
- EVP Gap Review — Comparing Promised and Lived Employee Experience
- Manager Trust Behaviours — Deciding Which Daily Habits Leaders Must Change

Day 3: Recognition, Growth and Career Pathways

- Recognition Frameworks — Balancing Formal Awards With Everyday Peer Appreciation
- Career Pathway Design — Making Lateral and Vertical Moves Visible to Staff
- Internal Mobility Rules — Deciding When Managers Must Release Talent
- Development Conversations — Linking Personal Ambitions to Unit Capability Needs
- Flexible Work Agreements — Weighing Autonomy Requests Against Service Needs

Day 4: Stay Interviews and Retention Analytics

- Stay Interview Guide — Structuring Questions That Reveal Early Reasons to Leave
- Exit and Pulse Survey Themes — Separating Signal From Noise in Feedback
- Regretted Turnover Metrics — Choosing Measures Leadership Will Act Upon
- Flight-Risk Indicators — Spotting Patterns in Tenure, Pay and Absence Records
- Retention Dashboard Design — Presenting Loyalty Evidence to Business Leaders

Day 5: Practising the Loyalty Action Plan

- Driver and Contract Findings Synthesis — Turning Diagnostics Into Priority Loyalty Themes
- Stay Interview Role Play — Rehearsing Difficult Retention Conversations With Peers
- Recognition and Pathway Options Shortlist — Selecting Actions Suited to the Unit
- Stakeholder Sponsorship Mapping — Securing Leadership Backing for Loyalty Actions
- Loyalty Action Plan Completion — Setting Owners, Measures and Review Points

Applying Organisational Loyalty After the Course

- Run stay interviews with five valued employees using the course guide, logging themes against the ranked drivers.
- Present a regretted turnover and flight-risk snapshot to the unit's leadership team, with two recognition or career pathway actions proposed for approval.

Organisational Loyalty Questions FAQ

What is organisational loyalty and why does it matter now?

Organisational loyalty is the lasting commitment that keeps valued people with an employer by choice. It matters now because skilled employees compare employers openly, hybrid work weakens belonging, and each regretted exit costs knowledge, client continuity and replacement effort.

Which roles gain most from organisational loyalty training?

HR business partners and people managers gain most from organisational loyalty training. They hold the employment relationship daily and can act on early signs of disengagement.

How does an organisational loyalty course differ from a general employee engagement course?

An organisational loyalty course focuses on keeping specific valued people rather than lifting overall survey scores. It uses the psychological contract, stay interviews and regretted turnover evidence, while engagement courses centre on survey design.

What do you bring back from organisational loyalty training?

You bring back a loyalty action plan for your own unit. It links ranked drivers and flight-risk evidence to actions, each with an owner and a measure.

Organisational Loyalty: The Way Forward

The Loyalty Action Plan first informs which valued groups receive stay interviews and pathway conversations in the coming quarter. Line managers, HR partners and business leaders each use it to act on evidence and track progress. After its first review, revisit the psychological contract map, because the promises people value shift as roles and work patterns change.