



Employee Engagement: Strategy and Practices



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Training & Consulting

Why Attend

Employee engagement is not just an HR issue, it is primarily a business challenge that modern organizations are increasingly facing. According to Gallup International only 29% of employees are engaged in their work, 55% are not, and 16% are actively disengaged. The cost of employee disengagement is enormous, Gallup puts it at \$470 billion per year for the US economy. As such, employee engagement and retention becomes a top priority for modern organizations who want to compete in the market, increase their market share and achieve higher returns on investment. In this course, you will learn what employee engagement is all about, design appropriate surveys to measure it, and most importantly craft and implement successful engagement initiatives that impact overall business performance.

Course Methodology

This course uses a mix of interactive techniques such as lectorettes, case analysis, discussions, group activities, sharing experiences as well as short films about organizations that have managed to boost their employee engagement rates.

Course Objectives

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

- Defend the value of employee engagement to an organization and explain it
- Derive learning lessons from the ABC (Antecedents, Behaviors, Consequences) model for engagement
- Design, build and implement the requirements for an engagement culture
- Evaluate and track the impact of engagement on business performance
- Craft specific HR practices aimed at increasing employee engagement
- Identify, develop and champion the required change initiatives
- Build comprehensive employee engagement surveys and interpret their results

Target Audience

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. More specifically, the course is tailored to meet the needs of professional HR people as well as supervisors and managers whose primary responsibility is to engage and motivate their staff.

Target Competencies

- Employee engagement
- Survey design, administration and interpretation
- Rapport building
- Interpersonal communication
- Giving feedback
- Relating and networking
- Planning and organizing
- Analytical thinking

Course Outline

- The case for employee engagement
 - Today's business reality
 - Managing times of changing people
 - What people want; employees versus employers wants
 - Defining engagement
 - Satisfaction versus engagement
 - Gallup's Q12 index of engagement
 - The engagement business case; the Return on Investment (ROI) of engagement
- The Antecedents, Behaviors, Consequences (ABC) model of engagement
 - Why people do what they do



- Carrots or sticks
- The ABC model
 - Behavior modification
 - The ABC model for behavior modification
 - Antecedents at work
 - The top engagement antecedents - expectations
 - What makes consequences effective
 - Consequences that kill engagement
- Positive and negative reinforcement
- Organizational tools to communicate expectations
- Engagement culture
 - Things that are important to employees
 - The drivers of engagement
 - The building blocks of an engagement culture
 - Spitzer's eight desires of motivation and engagement
 - An employee engagement model
 - Two way communication
 - Trust in leadership
 - Career development
 - Employees role in success
 - Shared decision making
 - Career discussion
 - Employee gatherings
 - The role of values in building a culture of engagement
- The ROI of employee engagement
 - Employee retention funnel
 - Research data about engagement metrics
 - On-Boarding breakeven point
 - ROI of engagement calculations: A practical example
- HR practices for engagement
 - The talent war and the cost of losing it
 - Building the employee brand; what an engaged employee looks like
 - Factors that improve employee engagement
 - Activities that organizations can follow to build engagement
 - Building high performance teams: a powerful engagement tool
- Employee engagement initiatives
 - The CEO: Chief Engagement Officer
 - Leadership that ignites passion
 - The VOICE framework
 - Managing employee engaging events
 - Checklist of employee engagement best practices
 - Employee engagement ideas from A to Z
- Employee engagement surveys
 - Four surveys not one
 - A suggested framework for designing an effective engagement survey
 - Fairness
 - Involvement
 - Wellbeing



- Information
- Degree of engagement



Associations

HR Certification Institute (HRCI) : Meirc is an approved provider with the HR Certification Institute. Established in 1976, HRCI is an internationally certifying organization for the human resource profession and a global leader in developing rigorous exams to demonstrate mastery and real-world application of forward-thinking HR practices, policies and principles. Today, more than 120,000 professionals worldwide proudly maintain their HR Certification Institute's credentials as a mark of high professional distinction. By successfully completing any Meirc program which is approved by HRCI, participants will earn credit hours essential for maintaining professional distinction of PHR®, SPHR® or GPHR®.



Society for Human Resource Management (SHRM) : Meirc is recognized by the Society for Human Resources Management (SHRM) as a Recertification Provider. This recognition implies that participants who attend any of the SHRM approved programs delivered by Meirc Training & Consulting will earn a number of Professional Development Credits (PDCs) which will help them maintain their certification in SHRM-CP or SHRM-SCP.



Location & Date

28 Jul - 1 Aug, 2019	Arabic	Dubai	Sofitel Downtown Dubai
10 - 14 Nov, 2019	English	Dubai	Voco (IHG) Dubai

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019	US\$ 4800
Fees + VAT as applicable	UAE Tax Registration Number 100239834300003

Courses in Human Resources and Training

Dates	Course Name	Language	Location	Fees
30 Jun - 4 Jul, 2019	The Certified HR Administrator	Arabic	Dubai	US\$ 5100
14 - 18 Jul, 2019	Certified Employee Relations Professional	English	Kuala Lumpur	US\$ 5100
14 - 18 Jul, 2019	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Kuala Lumpur	US\$ 5100
21 - 25 Jul, 2019	Certified Compensation and Benefits Professional	English	Dubai	US\$ 5100
21 - 25 Jul, 2019	Certified Training and Development Professional	English	Barcelona	US\$ 5100
28 Jul - 1 Aug, 2019	Career Development and Succession Planning	Arabic	Dubai	US\$ 4800
28 Jul - 1 Aug, 2019	Certificate in HR Auditing	English	Dubai	US\$ 5100
4 - 8 Aug, 2019	Certified Recruitment Specialist	English	Dubai	US\$ 5100
18 - 22 Aug, 2019	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Barcelona	US\$ 5100
18 - 22 Aug, 2019	Certified Training Manager	English	Dubai	US\$ 5100
25 - 29 Aug, 2019	Strategic Human Resources Management	English	Dubai	US\$ 4800
1 - 5 Sep, 2019	Career Development and Succession Planning	English	Dubai	US\$ 4800
4 - 6 Sep, 2019	HR Business Partner	English	Beirut	US\$ 3600
8 - 12 Sep, 2019	Certified Training and Development Professional	Arabic	Dubai	US\$ 5100
8 - 12 Sep, 2019	Human Resources Management	English	Dubai	US\$ 4800
8 - 12 Sep, 2019	Workforce Planning and Budgeting	Arabic	Dubai	US\$ 4800
15 - 19 Sep, 2019	Certified HR Assessor	English	Dubai	US\$ 5100
15 - 19 Sep, 2019	Certified Instructional Design Practitioner	English	Dubai	US\$ 5100
15 - 17 Sep, 2019	Labor Law Workshop: Practical Applications	English	Dubai	US\$ 3600
15 - 19 Sep, 2019	Professional Skills for Human Resources Management	English	Dubai	US\$ 4800
15 - 19 Sep, 2019	Identifying Training Needs and Evaluating Training	English	Dubai	US\$ 4800
22 - 26 Sep, 2019	Excel Skills for HR and Admin Professionals	English	Dubai	US\$ 4800
22 - 26 Sep, 2019	Performance Management: Setting Objectives and Conducting Appraisals	English	Dubai	US\$ 4800
22 - 26 Sep, 2019	Recruitment, Interviewing and Selection	English	Dubai	US\$ 4800
29 Sep - 3 Oct, 2019	Certificate in Human Capital Planning	English	Dubai	US\$ 5100

Courses in Human Resources and Training

Dates	Course Name	Language	Location	Fees
29 Sep - 3 Oct, 2019	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 5100
29 Sep - 3 Oct, 2019	Employee On-Boarding: Induction and Job Orientation Techniques	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Leadership Skills for HR Managers	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Strategic Recruitment, Interviewing and Selection	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Train the Trainer: From Design to Delivery	English	Dubai	US\$ 4800
13 - 17 Oct, 2019	Certified Compensation and Benefits Professional	Arabic	Dubai	US\$ 5100
13 - 17 Oct, 2019	Certified Employee Relations Professional	English	Dubai	US\$ 5100
13 - 17 Oct, 2019	Certified Talent Management Professional	English	Dubai	US\$ 5100
13 - 17 Oct, 2019	Human Resources Management	English	Riyadh	US\$ 4800
20 - 24 Oct, 2019	Certificate in Competency Development and Implementation	English	Dubai	US\$ 5100
20 - 24 Oct, 2019	Certified Organization Development Professional	Arabic	Dubai	US\$ 5100
20 - 24 Oct, 2019	Human Resources KPIs: Benchmarking HR Performance	English	Dubai	US\$ 4800
27 - 31 Oct, 2019	Career Development and Succession Planning	Arabic	Dubai	US\$ 4800
27 - 31 Oct, 2019	Certified Training and Development Professional	English	Dubai	US\$ 5100
27 - 31 Oct, 2019	Writing HR Policies and Procedures	English	Dubai	US\$ 4800
3 - 7 Nov, 2019	Certified Human Resources Professional: From Traditional HR Role to Business Partner	Arabic	Dubai	US\$ 5100
3 - 7 Nov, 2019	Certified Recruitment Specialist	Arabic	Dubai	US\$ 5100
3 - 7 Nov, 2019	Managing and Coordinating Training	English	Dubai	US\$ 4800
10 - 14 Nov, 2019	Certificate in HR Auditing	Arabic	Dubai	US\$ 5100
10 - 14 Nov, 2019	Certified Talent Acquisition Professional	English	Dubai	US\$ 5100
10 - 14 Nov, 2019	Identifying Training Needs and Evaluating Training	Arabic	Dubai	US\$ 4800
10 - 14 Nov, 2019	Strategic Human Resources Management	Arabic	Dubai	US\$ 4800
10 - 14 Nov, 2019	Workforce Planning and Budgeting	English	Dubai	US\$ 4800
17 - 21 Nov, 2019	The Certified HR Administrator	English	Dubai	US\$ 5100
17 - 21 Nov, 2019	Compensation and Benefits	Arabic	Dubai	US\$ 4800



Courses in Human Resources and Training

Dates	Course Name	Language	Location	Fees
17 - 21 Nov, 2019	Employee Relations: Roles and Responsibilities	Arabic	Dubai	US\$ 4800
17 - 21 Nov, 2019	Job Analysis and Evaluation Workshop	English	Dubai	US\$ 4800
24 - 28 Nov, 2019	e-HR: Modern Trends and Applications	English	Dubai	US\$ 4800
24 - 28 Nov, 2019	HR Business Partner: Roles, Responsibilities and Competencies	Arabic	Dubai	US\$ 4800
24 - 28 Nov, 2019	Learning and Development: Tools and Strategies	English	Dubai	US\$ 4800
1 - 5 Dec, 2019	Certified Master Trainer	Arabic	Dubai	US\$ 5100
1 - 5 Dec, 2019	Recruitment, Interviewing and Selection	Arabic	Dubai	US\$ 4800
8 - 12 Dec, 2019	Certified Organization Development Professional	English	Dubai	US\$ 5100
8 - 12 Dec, 2019	Human Resources Management	Arabic	Dubai	US\$ 4800
15 - 19 Dec, 2019	Career Development and Succession Planning	English	Dubai	US\$ 4800
15 - 19 Dec, 2019	The Certified HR Administrator	Arabic	Dubai	US\$ 5100
15 - 19 Dec, 2019	Certified Recruitment Specialist	English	Dubai	US\$ 5100
15 - 19 Dec, 2019	Certified Training and Development Professional	Arabic	Dubai	US\$ 5100
22 - 26 Dec, 2019	Certified Compensation and Benefits Professional	English	Dubai	US\$ 5100
22 - 26 Dec, 2019	Certified Human Resources Professional: From Traditional HR Role to Business Partner	English	Dubai	US\$ 5100
29 Dec - 2 Jan, 2020	Human Resources Management	English	Dubai	US\$ 4800



Meirc Timeline

