



Consulting and Training | Reach New Heights

Course Name

Certificate in Employee Engagement & Retention

Sector Name

HR Strategy and Training

Document Type

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Certificate in Employee Engagement & Retention

Course Introduction

In today's rapidly evolving workplace, organizations must prioritize Employee Experience, Engagement, and Well-being to drive success and retain top talent. This interactive course delves into the latest strategies and practices in Employee Engagement, offering participants practical tools to foster a positive workplace culture, enhance employee satisfaction, and align engagement initiatives with organizational goals.

Course Methodology:

The course will be delivered through a blend of interactive discussions, case studies, group activities, and hands-on exercises. Participants will engage in role-playing scenarios, real-world problem-solving, and collaborative workshops designed to translate theory into practice.

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Target Audience

- ✓ HR Professionals
- ✓ Team Leaders and Supervisors
- ✓ Employee Experience Managers
- ✓ Organizational Development Practitioners
- ✓ Talent Management Professional
- ✓ Learning and Development Professionals

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Learning Objectives

- ✓ Understand the distinctions between Employee Engagement, job satisfaction, and motivation.
- ✓ Learn how Employee Engagement impacts leadership, functional strategies, and organizational outcomes.
- ✓ Explore the link between employee engagement and the achievement of organizational goals.
- ✓ Develop actionable strategies to enhance employee retention through effective engagement practices.

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Course Outline

✓ **01 Day One**

Understanding Employee Engagement

- ✓ Defining Employee Engagement: What it is and what it isn't.
- ✓ Differences between Engagement, Satisfaction, and Motivation.
- ✓ The role of Emotional Intelligence in driving engagement.
- ✓ Assessing current engagement levels within your organization.
- ✓ Introduction to Employee Engagement frameworks and models.

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Course Outline

✓ 02 Day Two

The Impact of Workplace Culture

- ✓ The influence of workplace culture on Employee Engagement.
- ✓ Aligning Employee Engagement with organizational values and mission.
- ✓ The role of leadership in shaping an engaging workplace culture.
- ✓ Building trust and transparency as pillars of engagement.
- ✓ Case studies: Successful culture-driven engagement strategies.

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Course Outline

✓ 03 Day Three

Employee Engagement Strategies and Best Practices

- ✓ Developing an Employee Engagement strategy aligned with business goals.
- ✓ Practical techniques for enhancing day-to-day employee experience.
- ✓ Leveraging communication, recognition, and feedback to boost engagement.
- ✓ The role of technology in supporting engagement initiatives.
- ✓ Addressing challenges in sustaining Employee Engagement.

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Course Outline

✓ 04 Day Four

Linking Engagement to Retention

- ✓ How engaged employees contribute to lower turnover rates.
- ✓ Identifying key drivers of employee retention.
- ✓ Designing retention programs that complement engagement efforts.
- ✓ Measuring the effectiveness of engagement and retention strategies.
- ✓ Real-world examples of successful employee retention through engagement.

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Course Outline

✓ **05 Day Five**

Action Planning and Implementation

- ✓ Creating an action plan for enhancing Employee Engagement in your organization.
- ✓ Setting measurable goals and key performance indicators (KPIs) for engagement.
- ✓ Implementing and sustaining engagement initiatives.
- ✓ Evaluating and refining strategies based on feedback and results.
- ✓ Final group presentations and peer feedback.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 31, 2026	Sept. 4, 2026	5 days	4950.00 \$	Spain , Barcelona
May 4, 2026	May 8, 2026	5 days	4250.00 \$	UAE , Dubai
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Dubai
April 4, 2027	April 8, 2027	5 days	4250.00 \$	KSA , Riyadh

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