Foundation

ENGAGEMENT DRIVERS & PULSE SURVEYS

COURSE OVERVIEW

Moving from annual engagement events to continuous listening strategies that provide real-time insights into workforce sentiment.

COURSE OBJECTIVES

- Understand the psychology of engagement (Autonomy, Mastery, Purpose).
- Design effective pulse survey questions.
- Analyze results and move to action planning.

SKELETON OUTLINE

- Satisfaction vs. Engagement vs. Commitment.
- Pulse vs. Annual: The Continuous Listening Strategy.
- Action Planning: Turning Data into Dialogue.
- **Application:** Crafting a 5-Question Pulse Check.

STAY INTERVIEWS & RETENTION STRATEGIES

COURSE OVERVIEW

Proactive retention management using data and conversation rather than reactive counteroffers.

COURSE OBJECTIVES

- Conduct effective "Stay Interviews" with key talent.
- Analyze retention data to identify flight risks.
- Implement targeted retention interventions.

SKELETON OUTLINE

- Exit Interviews vs. Stay Interviews.
- The Stay Interview Script: What to ask and how to ask it.
- Identifying Flight Risk Indicators.
- **Roleplay:** Conducting a Stay Interview.

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