Transformation Pillar:
Organizational Performance & Productivity

Employee Engagement and Retention

Strategies & Practices for the Digital Age

COURSE OVERVIEW

With the rapid acceleration of Digital Transformation and HRM 4.0, organizations are seriously rethinking their approaches to Employee Experience, Engagement and Well-being. This highly interactive workshop provides a timely and up-to-date overview of the key issues and challenges of Employee Engagement in the digital enterprise.

Throughout the Employee Experience (EX) - from attraction, recruitment, and selection to engagement, development, and retention - learn about Employee Engagement (EE) strategies, technologies and trends; agile working and well-being; temporal and spatial workplace flexibility; digital learning and people analytics; and the emerging challenges of digital engagement and resilience.

The workshop is packed with case studies and critical insights and is delivered by world-class consultant and trainer, Mostafa Azzam, recognized among the Top 50 Global HR Thought Leaders You Must Follow and the Top 5 HR Influencers Shaping the Future of HR in the UAE.

WHO SHOULD ATTEND

Business Leaders, People Managers, HR Business Partners and Professionals who need to build and retain an engaged workforce that is aligned with organizational goals.

COURSE OBJECTIVES

By the end of this intensive learning journey, you should be able to:

- **Recognize** the difference between Employee Engagement (EE), satisfaction and motivation
- **Outline** the importance of Employee Engagement and workplace culture on the management team, functional strategy, and overall organizational strategy
- **Describe** how employee engagement influences the achievement of organizational goals and objectives
- **Track** the link between Employee Value Proposition (EVP), Employee Engagement and Employee Experience (EX)
- **Define** an engagement strategy based on the organizational vision, mission, strategy and digital involvement
- **Apply** a digital resilience framework to support agile working practices
- **Develop** effective solutions to address employee performance and behavior expectations at all levels

COURSE METHODOLOGY

A balanced approach between PowerPoint presentation, facilitated discussions, case studies, action-learning, individual exercises and group-based activities will ensure the direct transfer of skills, information and relevant practical experience as well as show you how to fundamentally rethink and redesign your approach to Employee Engagement and Retention within your organization.

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