

CREATING AN INTEGRATED EMPLOYEE EXPERIENCE & ENGAGEMENT

“Aligning Culture, Technology, and Leadership to Elevate Workforce Connection and Organizational Performance”

Schedule

Date	Venue	Fees
26 - 27 Feb 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate
04 - 05 Mar 2026	Doha, Qatar	USD 1995 per delegate

Introduction

The modern workforce expects more than just a job—they seek purpose, connection, and growth. Organizations that prioritize employee experience (EX) and engagement not only retain top talent but also drive productivity, innovation, and customer satisfaction. Creating an integrated EX requires aligning systems, leadership behaviors, HR practices, and workplace culture around moments that matter to employees.

This 2-day course provides HR and business leaders with a strategic framework to design and deliver an exceptional employee experience across the employee lifecycle. Participants will explore trends, tools, and touchpoints that influence engagement and learn how to build a culture that consistently motivates and inspires.

Objectives

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

- Understand the link between employee experience, engagement, and business performance
- Map and optimize the end-to-end employee journey
- Align HR systems, leadership, and technology to support great EX
- Develop a measurement and feedback strategy to sustain engagement
- Design interventions that support culture, wellbeing, and connection

Why Attend

- Learn how to craft meaningful experiences that attract and retain talent
- Move beyond engagement surveys to actionable employee insights
- Integrate digital, physical, and emotional workplace touchpoints
- Foster a culture of trust, inclusion, and performance
- Gain frameworks to align HR and leadership around EX transformation

Target Audience

This program is designed for:

- HR and talent management professionals
- Employee experience, engagement, and culture leads
- Organizational development and internal communications staff
- Business leaders and team managers seeking to improve retention and morale
- Anyone involved in shaping the people experience in their organization

Individual Benefits

Key competencies that will be developed include:

- Journey mapping and EX design skills
- Strategic engagement planning and execution
- Proficiency in using data to improve employee lifecycle touchpoints
- Change leadership and cross-functional alignment
- Ability to foster inclusive, high-trust cultures

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger employee commitment and lower attrition
- Improved alignment between people strategy and business goals
- Enhanced productivity, innovation, and organizational agility
- Increased employer brand reputation and recruitment impact
- Scalable EX strategies that adapt to hybrid and digital work environments

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - EX trends, models, and engagement frameworks
- Case Studies - Leading organizations and their EX transformations
- Workshops - Journey mapping, EX audit, and culture design
- Peer Exchange - Ideas and insights across industries
- Tools - EX canvas templates, pulse survey guides, experience metrics

Course Outline

DETAILED 2-DAY COURSE OUTLINE

Training Hours: 07:30 AM – 03:30 PM **Daily Format:** 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Employee Experience and Engagement

- Module 1: The Business Case for Employee Experience (07:30 – 09:30) • Defining EX and engagement: What’s the difference? • Strategic value of EX in talent and business outcomes • Research and trends from global EX leaders
- Module 2: Journey Mapping and Experience Design (09:45 – 11:15) • Key stages of the employee lifecycle • Experience moments that matter: onboarding, growth, transitions • Personas, empathy mapping, and EX pain points
- Module 3: Culture, Values, and Everyday Behaviors (11:30 – 01:00) • Creating a culture that supports EX • Leadership influence on daily engagement • Values-driven recognition, feedback, and development
- Module 4: Workshop – Mapping the Employee Journey (02:00 – 03:30) • Teams build and assess an EX journey map for a case organization

Day 2: Activation, Measurement, and Continuous Engagement

- Module 1: EX Activation Through Technology and Design (07:30 – 09:30) • Role of digital tools in EX delivery • Physical space, wellbeing, and hybrid experiences • Technology platforms: surveys, feedback, collaboration tools
- Module 2: Engagement Metrics and Feedback Loops (09:45 – 11:15) • Using data to measure engagement and EX • Pulse surveys, eNPS, and experience analytics • Listening strategies and acting on insights
- Module 3: Leading and Sustaining Engagement (11:30 – 01:00) • Empowering managers as EX champions • Linking engagement to performance reviews and growth • Building agile EX strategies for change and uncertainty
- Module 4: Final Workshop – Integrated EX Strategy Simulation (02:00 – 03:30) • Teams design an EX activation plan with KPIs and alignment tools

Certification

Participants will receive a Certificate of Completion in Creating an Integrated Employee Experience & Engagement, confirming their capability to design and implement comprehensive EX strategies that support business performance, employee satisfaction, and cultural alignment.

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