MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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EMPLOYEE ENGAGEMENT AND RETENTION

"Building a Committed, Motivated, and Loyal Workforce"

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's competitive business world, retaining top talent and maintaining high levels of employee engagement are critical for organizational success. This course on **Employee Engagement and Retention** equips HR professionals, team leaders, and managers with proven strategies to enhance employee satisfaction, motivation, and commitment. Participants will learn how to design engagement programs, understand employee psychology, measure engagement levels, and develop retention strategies that align with organizational goals.

Objectives

- Understand the key drivers of employee engagement and retention.
- Learn how engagement impacts productivity, performance, and culture.
- Design and implement engagement and retention programs.
- Analyze engagement metrics to identify improvement areas.
- Develop strategies to reduce turnover and improve employee loyalty.
- Create a culture of recognition, inclusion, and growth.

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Why Attend

Because engaged employees are not only more productive—they are your organization’s best brand ambassadors. Learn how to foster a culture where people love to work and stay.

Target Audience

- HR Managers and Executives
- Team Leaders and Supervisors
- Talent Management and OD Professionals
- Business Owners and Entrepreneurs

Individual Benefits

- Gain a deeper understanding of what motivates employees.
- Learn practical tools to improve team morale and performance.
- Build leadership skills that inspire and engage others.
- Develop a personalized plan to boost engagement in your workplace.

Organizational Benefits

- Improved employee satisfaction and reduced turnover costs.
- Enhanced productivity and innovation through engaged teams.
- Stronger organizational culture and employer brand.
- Increased profitability through better workforce stability.

Instructional Methodology

- Interactive discussions and workshops
- Real-world case studies
- Group activities and surveys
- Action planning for real organizational implementation

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Course Outline

Module 1: Understanding Employee Engagement

- Definition and importance of engagement
- Psychological contract and motivation theories
- Difference between satisfaction and engagement

Module 2: Drivers of Engagement

- Leadership influence and communication
- Recognition and rewards
- Work-life balance and flexibility
- Career development opportunities

Module 3: Measuring and Monitoring Engagement

- Key performance indicators (KPIs) for engagement
- Designing effective employee surveys
- Analyzing engagement data and feedback

Module 4: Strategies for Retention

- Identifying causes of turnover
- Designing retention frameworks
- Role of onboarding, mentoring, and growth opportunities
- Compensation, benefits, and non-financial motivators

Module 5: Building a Culture of Commitment

- Inclusive leadership and team empowerment
- Creating a sense of belonging and purpose
- Continuous improvement and innovation culture

Module 6: Action Planning and Implementation

- Developing an engagement and retention strategy
- Communicating and sustaining engagement initiatives
- Tracking and reporting progress

Certification

Upon successful completion, participants will receive a Certificate in Employee Engagement and Retention, demonstrating their ability to create, manage, and sustain an engaged workforce.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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