

EMPLOYEE ENGAGEMENT & RETENTION STRATEGIES

“Boost organizational performance by enhancing employee engagement and retention”

Schedule

Date	Venue	Fees (Face-to-Face)
09 – 11 Dec 2026	Dubai, UAE	USD 2495 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Employee engagement and retention are critical drivers of organizational performance, productivity, and workplace culture. This 3-day face-to-face training provides participants with practical strategies, tools, and techniques to enhance employee engagement, reduce turnover, and build a motivated and committed workforce.

Through a combination of interactive lectures, case studies, group exercises, and practical workshops, participants will learn to design and implement engagement initiatives, measure employee satisfaction, and develop retention programs. By the end of the course, attendees will be equipped to foster a positive organizational environment that supports employee well-being and business success.

Objectives

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

- Understand the fundamentals of employee engagement and retention.
- Identify factors that influence employee motivation and satisfaction.
- Design and implement effective engagement and retention strategies.
- Measure and monitor employee engagement using practical tools.
- Build a positive organizational culture that supports workforce retention.

Why Attend

- Gain practical knowledge of engagement and retention best practices.
- Learn to develop strategies that improve employee motivation and productivity.
- Reduce turnover and retain key talent within the organization.
- Enhance organizational culture and workplace satisfaction.
- Network and share experiences with HR professionals.

Target Audience

This program is designed for:

- Human resource managers and officers.
- Talent management and organizational development professionals.
- Team leaders and supervisors responsible for workforce engagement.
- HR consultants and professionals involved in employee retention strategies.

Individual Benefits

Key competencies that will be developed include:

- Skills in designing and implementing engagement programs.
- Ability to analyze and improve employee satisfaction and motivation.
- Competence in retention strategies and workforce planning.
- Improved communication, leadership, and employee relations skills.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved employee engagement and organizational performance.
- Enhanced ability to retain key talent and reduce turnover costs.
- Increased productivity, motivation, and workplace satisfaction.
- Stronger organizational culture aligned with business goals.

Instructional Methodology

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

- Strategy Briefings - Concepts, models, and best practices in engagement and retention.
- Case Studies - Real-world examples of successful engagement initiatives.
- Workshops - Hands-on exercises to develop engagement programs and retention plans.
- Peer Exchange - Group discussions and sharing of challenges, solutions, and lessons learned.
- Tools - Templates, surveys, and frameworks for measuring and improving engagement.

Course Outline

Detailed 3-Day Course Outline

Training Hours: 9:00 AM – 5:00 PM Daily Format: 3–4 Learning Modules | Coffee Breaks & Lunch included

Day 1: Understanding Employee Engagement (09:00 – 04:00)

Module 1: Fundamentals of Engagement (09:00 – 11:00)

- Importance of employee engagement and its impact on performance.

Module 2: Motivational Factors and Satisfaction (11:15 – 01:00)

- Understanding intrinsic and extrinsic motivators.

Module 3: Engagement Assessment Tools (02:00 – 04:00)

- Measuring employee engagement using surveys and analytics.

Day 2: Designing Engagement and Retention Strategies (09:00 – 04:00)

Module 4: Retention Strategies (09:00 – 11:00)

- Identifying retention risks and developing retention programs.

Module 5: Engagement Program Design (11:15 – 01:00)

- Building initiatives to foster motivation, recognition, and commitment.

Module 6: Case Studies and Workshops (02:00 – 04:00)

- Practical exercises in engagement program development.

Day 3: Implementation, Monitoring, and Action Planning (09:00 – 04:00)

Module 7: Monitoring Engagement and Feedback (09:00 – 11:00)

- Techniques to track engagement progress and adjust strategies.

Module 8: Leadership and Communication (11:15 – 01:00)

- Role of managers in driving engagement and retention.

Module 9: Action Planning and Peer Discussion (02:00 – 04:00)

- Developing actionable plans and sharing insights for workplace improvement.

Certification

Participants will receive a Certificate of Completion in Employee Engagement & Retention Strategies, validating their expertise in designing and implementing effective engagement programs and retention initiatives.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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Interested in running this course for your team?

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