

Employee Engagement: Influencing Workplace Culture

Intended Audience	Early Career	Delivery Options	<ul style="list-style-type: none">• 1-Day In-Person (Onsite or Seminar)• 3-Week Virtual
HR Competencies	<ul style="list-style-type: none">• Relationship Management• Communication• HR Expertise (HR Knowledge)	Recertification*	SHRM: 7.5 PDCs

Program Overview

Explore ways to increase employee effectiveness by aligning engagement initiatives with your organizational goals and culture. Examine a broad range of employee engagement concepts to identify drivers and barriers. Identify and apply techniques to integrate and engage employees at key career milestones.

Program Objectives

This program is designed to provide you with the knowledge and skills necessary to:

- Recognize the importance of employee engagement as it relates to your management team, HR strategy, and overall organizational culture
- Define your engagement HR strategy based on organizational vision and goals
- Recognize the difference between employee engagement and job satisfaction
- Apply motivation techniques during key employee milestones to gauge and respond to employee engagement levels

Program Modules

This program includes the following modules:

- Module 1: Introduction
- Module 2: Understanding your Organization
 - Organizational Culture
 - Seven Characteristics of Organizational Culture
 - Employee Engagement Strategy
 - Sustainability
 - CSR Case Study



*Visit shrm.org/seminars for the most up-to-date recertification credit details.

- Module 3: Employee Engagement
 - Contributors to Employee Job Satisfaction
 - Vroom's Hierarchy
 - Engagement Perspectives
 - Transactional Engagement
 - Selecting Employee Engagement Initiatives
 - Engagement Survey Design
 - Recruitment Considerations
 - What Would You Do?
 - Engagement throughout the Employee Lifecycle
- Module 4: Conclusion