



London TDM

HR Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 16 November 2025 To 20 November 2025

Course Place: Royale Chulan Hotel

Course Fees: 6,000 USD

Introduction

In today's competitive business environment, employee engagement and satisfaction play a pivotal role in organizational success. This 5-day course is designed to equip HR professionals, managers, and team leaders with the necessary tools and techniques to develop and implement effective employee engagement and satisfaction programs. Through a blend of theoretical learning and practical application, participants will gain insights into fostering a motivated and committed workforce.

Objectives

- Understand the key drivers of employee engagement and satisfaction.
- Learn to design and implement successful engagement programs.
- Identify and utilize tools for measuring engagement and satisfaction levels.
- Develop strategies for continuous improvement in engagement initiatives.
- Foster a positive workplace culture that enhances employee morale and productivity.

Course Outlines

Day 1: Understanding Employee Engagement and Satisfaction

- Definition and importance of employee engagement and satisfaction
- The psychological and behavioral aspects of engagement
- Identifying the engagement and satisfaction gap
- Engagement across different generations in the workplace
- Case studies on successful engagement programs

Day 2: Designing Effective Engagement Programs

- Setting clear goals and objectives for engagement programs
- Understanding the role of communication in engagement
- Strategies for creating inclusive and diverse engagement programs
- Utilizing feedback to enhance engagement initiatives
- Incorporating flexibility and adaptability in program design

Day 3: Tools and Techniques for Measuring Engagement

- Introduction to various engagement measurement tools
- Designing effective employee surveys and questionnaires
- Interpreting and analyzing engagement data
- Understanding key metrics and indicators of engagement
- Continuous monitoring and evaluation techniques

Day 4: Improving and Sustaining Employee Engagement

- Developing action plans based on engagement data
- Implementing recognition and reward systems
- Building leadership capabilities to support engagement
- Creating opportunities for growth and development
- Maintaining momentum in engagement initiatives

Day 5: Building a Positive and Engaging Workplace Culture

- The role of culture in employee engagement and satisfaction
- Steps to cultivate a culture of trust and openness
- Encouraging innovation and employee input
- Managing changes to ensure continuous improvement
- Case studies and successful culture transformation stories