



Developing your employee engagement strategy

A one day masterclass

When – Tuesday 19 September 2017

Where – Central London

Timings – 09:30-17:00

£295.00 + VAT

Confirm your booking

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Despite an increased focus on employee engagement, it seems that many businesses are still struggling to develop and improve it. The CIPD Employee Outlook Survey 2015 indicated that the UK Employee Engagement Index had risen to just 39%, up from 38% in 2014. To develop and improve engagement you need to start with a strategy and plan. And yet our research, Spotlight on Employee Engagement, found less than 50% of companies actually have such a strategy in place.

If this sounds familiar then our one-day “developing your employee engagement strategy” master-class is for you. Your tutor for the day is Emma Bridger, one of the UKs leading employee engagement experts and author of Employee Engagement (Kogan Page).

What we'll cover

We look at a range of practical tools and techniques to enable you to develop and build an engagement strategy that is right for your organisation. You'll have a chance to see what a good strategy looks like and work on your developing your own strategy and plan

This day will focus on:

- What is engagement and why do we need it?
- What is the purpose of engagement within your organisation – aligning your engagement strategy to your business strategy
- How do you do it? A look at the psychology of engagement, the enablers and case studies
- The role of leadership, employee voice, strategic narrative and integrity in engaging your employees
- Developing your employee engagement strategy and plan – tools and techniques for drafting your strategy and creating an action plan for your organisation. This will give you a practical introduction to the process
- Measuring the effectiveness of your engagement strategy - proving the value

- The future of employee engagement – what next?

Outcomes – by the end of the course you will be able to:

- Define what is meant by employee engagement
- Explain why employee engagement is important to your organisation
- Identify your own organisation’s approach to employee engagement, it’s goals, values and culture
- Understand how you can build and develop an engaged workforce
- Develop an employee engagement strategy for your own organisation
- Identify key stakeholders vital to the successful implementation of an employee engagement strategy
- Assess potential approaches for measuring employee engagement and recommend the most appropriate solution for your organisation

Who is this course for?

This course is aimed at professionals who have responsibility for designing and implementing employee engagement strategies.

What people say about this course

Don’t just take our word for it, here is some recent feedback about this course:

“Emma had excellent experience and knowledge of both the academic and practical aspects of employee engagement “

“The amount of use I will take away from this course is high. We have almost got a first draft of a strategy from just attending one day”

“Fantastic presentation skills, knowledge and content delivered at just the right pace with just the right interaction”





Course Tutor, Emma Bridger: Managing Director at People Lab

Emma Bridger is one of the UK's leading employee engagement experts. Emma believes work doesn't need to be a miserable experience. In fact everyone benefits from an engaged, happy workforce: the people that work there, the company, their customers and society. She's passionate about working with companies to create great places to work, which is why she set up People Lab, to try to eliminate the Sunday night blues!

She recently launched her first book, published by Kogan Page, which focuses on developing employee engagement: it's already attracting 5-star reviews on Amazon: With over 20 years experience gained in a variety of roles, in diverse organisations, Emma came to this field via a more unconventional route, previously lecturing on graduate and post-graduate courses in psychology, her specialist area being behaviour change. Combining this understanding of psychology with practical business experience, and an MBA, Emma has demonstrated how organisations can achieve their goals and create a competitive advantage by focusing on engagement.

Emma has designed and developed the CIPDs range of public employee engagement courses as well as contributing to and being published within the UK Government Review - Engage for Success. Emma now advises the Government taskforce on engagement as part of the "guru group", and has developed and delivered a significant element of their website. Emma is also a regular conference speaker and case studies detailing her work have been published in industry journals. She is also a qualified, practicing coach.

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Book before August 18th and receive a free copy of Emma's Book: Employee Engagement

"Bridger has made a powerful connection between the diverse knowledge of employee engagement and the actual practices that will make a difference. The book is loaded with ideas you can use. Read the book today and put employee engagement to work."

David Zinger, founder of the Employee Engagement Network