

# The Key to Engaging Your Workforce

MEDIUM : Cantonese  
FEE : HK\$3,480

COURSE CODE : EYWF DURATION : 1 Day  
EARLY BIRD : HK\$3,180

6 Feb, 2018 (Tue)

It is no secret, employees who feel they are valued and recognized for the work they do are more engaged, responsible, and productive. This is an effective and practical one-day workshop to help team leaders, supervisors and managers create a more dynamic, loyal and engaged workforce to support the business growth in the dynamic environment. **This program is designed specifically to help the people manager understand what their team members want and to provide them with a starting point for creating champions.**

After attending this program, participants will be able to :

1. Identifying what engagement is and the challenges in the workplace
2. Learn about motivational theories and factors, how to apply them to engage their workforce
3. Learn when to use the carrot, the whip, and the plant to engage the team members in different generations
4. Discover how fear and desire affect employee engagement under fast-changing business environment
5. Explore ways to create an engaging climate and design a motivating job scope to help sustaining the business development

**Methodology** *Lecture, discussion and reflection, role plays, checklists and scenario analysis*

**Target Audience** Supervisors, Team Leaders and Managers who need to engage workforce in different generations

## Course Outline

### 1. What is Motivation and Staff Engagement

- Force that leads people to attempt to satisfy their important needs, it is a drive from within that prompts or incites an action

### 2. Supervision and Engagement

- The Carrot, the Whip, and the Plant

### 3. Motivation Factors

- Maslow's Classic Hierarchy of Motivational Needs
- Herzberg's Motivational versus Maintenance Factors
- Supervisor's versus Higher Management's Role
- Fear and Desire

### 4. Goal Setting

- The power of SMART Goal (Specific, Measurable, Attainable, Relevant and Timed)
- How to make the performance goals personal and positive

### 5. The Role of Values

- What do we value in work?
- Engaged vs non-engaged

### 6. Creating a Motivational and Engaging Climate

- Praising, giving positive feedback, congratulating people
- Should we, as a supervisor, praise mediocre work?

### 7. Situational Analysis and Designing Motivating Jobs

- Techniques for job design/redesign
- Job rotation
- Job enlargement
- Job enrichment

### 8. Motivational Checklist

- You get what you reward and celebrate successes

## COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction	
<b>January 2018</b>									
3	Jan-16	Effective Communication Strategies	NEW COMMST	1	HK\$3,480	HK\$3,180	Dec 22, 2017	Dec 27, 2017	C
	Jan-18	Leading Virtual Teams Effectively	NEW LVT	1	HK\$3,480	HK\$3,180	Dec 22, 2017	Dec 27, 2017	C
	Jan-19	Business Etiquette Workshop	BEW	1	HK\$3,480	HK\$3,180	Dec 22, 2017	Dec 27, 2017	C
4	Jan-22	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180	Dec 29, 2017	Jan 2, 2018	C/E
	Jan-23	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180	Dec 29, 2017	Jan 2, 2018	C/E
5	Jan-29	Face-to-Face Selling Skills	FFSS	1	HK\$3,480	HK\$3,180	Jan 5, 2018	Jan 10, 2018	C
	Jan-30	Key Account Management	KAM	1	HK\$3,480	HK\$3,180	Jan 5, 2018	Jan 10, 2018	C
<b>February 2018</b>									
1	Feb-02	Finance for Non-Finance Executives	NEW FNFM	1	HK\$3,480	HK\$3,180	Jan 5, 2018	Jan 10, 2018	C
2	Feb-05	Innovation in Leadership	INL	1	HK\$3,480	HK\$3,180	Jan 12, 2018	Jan 17, 2018	E
	Feb-05	Mastering Strategy and Turning Strategy into Results	STM	1	HK\$3,480	HK\$3,180	Jan 12, 2018	Jan 17, 2018	E
	Feb-06	The Key to Engaging your Workforce	NEW EYWF	1	HK\$3,480	HK\$3,180	Jan 12, 2018	Jan 17, 2018	C
	Feb-08	Managing Conflict and Disagreement	MCD	1	HK\$3,480	HK\$3,180	Jan 12, 2018	Jan 17, 2018	C/E

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily    **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

\* Fees include refreshments and buffet lunch

### PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

### CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

### ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

### CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person : (Mr / Ms)**     **Job Title :**

**Direct Line :**     **Email Address :**

**Mobile :**     **Fax :**

**Authorized Person : (Mr/Ms)**

**Job Title :**     **Direct Line :**

**Signature :**     **Date :**

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



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Call Miss Mak at:  
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