

Key to Engaging Your Workforce

吸引優秀員工的關鍵

MEDIUM : English / Cantonese **COURSE CODE** : KEYW

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. Identify 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