Strategic Employee Engagement and Culture Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR1529_260702

Course Introduction / Overview:

This course provides a comprehensive framework for understanding, shaping, and transforming organizational culture to drive employee engagement and achieve strategic business goals. In today's competitive landscape, a thriving workplace culture is not a luxury but a critical component of success, directly impacting productivity, innovation, and employee retention. This program moves beyond theoretical concepts to offer practical tools and actionable strategies for fostering a positive and high-performing work environment. We will explore the intricate relationship between leadership behaviors, organizational values, and employee motivation. Drawing on the foundational work of experts like Edgar Schein, a pioneer in the field of organizational culture, and his seminal book "Organizational Culture and Leadership," participants will learn to diagnose their current culture and design a roadmap for meaningful change. BIG BEN Training Center has designed this course to empower leaders and HR professionals to become architects of a resilient and engaging organizational culture, ensuring that strategic initiatives are supported by a workforce that is committed, inspired, and aligned with the company's vision. This journey is about embedding cultural values into every process, from recruitment to performance management, creating a sustainable competitive advantage.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Team Leaders and Supervisors.
- Department Heads and Directors.
- C-Level Executives and Senior Leaders.
- Organizational Development Specialists.
- Change Management Practitioners.
- Internal Communications Specialists.
- Talent Management Professionals.

Target Sectors and Industries:

- Technology and Information Services.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Hospitality and Tourism.
- Non-Profit and Non-Governmental Organizations.
- Government Agencies and Public Sector Bodies.

Target Organizations Departments:

- Human Resources.
- Executive Leadership and Senior Management.
- Operations Management.
- Strategy and Corporate Planning.
- Internal Communications.
- Training and Development.
- All departments with line management responsibilities.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core components of organizational culture and their impact on employee engagement.
- Conduct a comprehensive cultural audit to identify strengths, weaknesses, and areas for improvement.
- Develop a strategic plan for cultural transformation that aligns with business objectives.
- Design and implement effective employee engagement initiatives to boost morale and productivity.
- Master communication techniques for leading teams through periods of significant change.
- Utilize key metrics and feedback systems to measure the effectiveness of culture and engagement programs.
- Foster an inclusive environment that promotes psychological safety and belonging.
- Champion a culture of continuous improvement and employee recognition.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in the workplace. We believe that adult learning is most effective when it is experiential and collaborative. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. A significant portion of the training will be dedicated to analyzing real-world case studies, allowing participants to dissect complex cultural challenges and successful transformation stories from various industries. Facilitated group discussions and brainstorming sessions will encourage peer-to-peer learning and the exchange of diverse perspectives. Interactive workshops and role-playing scenarios will provide a safe environment to practice new skills, such as communicating change and handling resistance. Participants will work on practical exercises, including developing a draft culture change communication plan and designing an engagement survey. Continuous feedback from the instructor and peers is a core component of the process, helping to refine ideas and build confidence. Our approach ensures a dynamic and engaging learning experience that translates directly into enhanced professional capability.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Culture and Engagement

- The symbiotic relationship between culture and engagement.
- Defining and diagnosing your organization's current culture.
- The business case for investing in employee engagement.
- Exploring foundational models: Edgar Schein's Three Levels of Culture.
- Identifying the key drivers of employee motivation and commitment.
- The role of leadership in shaping workplace culture.
- Linking culture and engagement to strategic business outcomes.

Unit Two: Auditing Culture and Measuring Engagement

- Tools and techniques for conducting a cultural audit.
- Designing and implementing effective employee engagement surveys.
- Analyzing qualitative and quantitative data to gain insights.
- Conducting focus groups and interviews for deeper understanding.
- Identifying cultural archetypes and potential dysfunctions.
- Benchmarking your organization against industry standards.
- Presenting findings to senior leadership to secure buy-in.

Unit Three: Designing a High-Impact Engagement Strategy

- Defining your desired future-state culture and core values.
- Developing a compelling Employee Value Proposition (EVP).
- Creating a strategic roadmap for cultural transformation.
- Aligning engagement initiatives with the employee lifecycle.
- Designing recognition and reward programs that reinforce desired behaviors.
- Strategies for fostering a culture of feedback and continuous improvement.
- Integrating diversity, equity, and inclusion into your cultural framework.

Unit Four: Leading and Communicating Cultural Change

- The leader's role as a change agent and culture champion.
- Applying change management models like Kotter's 8-Step Process.
- Developing a multi-channel communication plan for change initiatives.
- Crafting clear, consistent, and inspiring messages.
- Strategies for managing resistance and overcoming obstacles.
- Empowering managers to lead their teams through transition.
- Celebrating milestones and building momentum for change.

Unit Five: Sustaining a Thriving Culture and Measuring ROI

- Embedding cultural values into HR systems: recruitment, onboarding, and performance management.
- Developing metrics and KPIs to track the impact of cultural initiatives.
- Calculating the Return on Investment (ROI) of engagement programs.
- Building feedback loops for continuous cultural evolution.
- The role of storytelling in reinforcing and sustaining culture.
- Creating rituals and symbols to strengthen cultural identity.
- Planning for the long-term sustainability of a positive and engaging workplace.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization authentically transform its culture without it being perceived by employees as a superficial, top-down initiative?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and deeply strategic approach to culture and engagement, moving beyond surface-level perks and initiatives. While many programs focus on isolated activities, we emphasize the critical process of embedding cultural transformation into the very fabric of the organization's strategy and operations. The curriculum is uniquely structured to bridge the gap between established academic theories, such as Schein's cultural framework and Kotter's change model, and the complex, real-world challenges faced by modern organizations, including remote work dynamics and the demand for greater psychological safety. A key differentiator is our focus on sustainable change. Participants will not just learn what to do; they will learn how to build the internal capability to lead, manage, and sustain cultural evolution long after the training is complete. The methodology is intensely practical, prioritizing case studies, diagnostic tools, and strategic planning exercises over passive listening. This ensures that attendees leave not with a folder of notes, but with a tangible, actionable roadmap tailored to their organization's unique context, empowering them to become true architects of a high-performing and deeply engaged workforce.