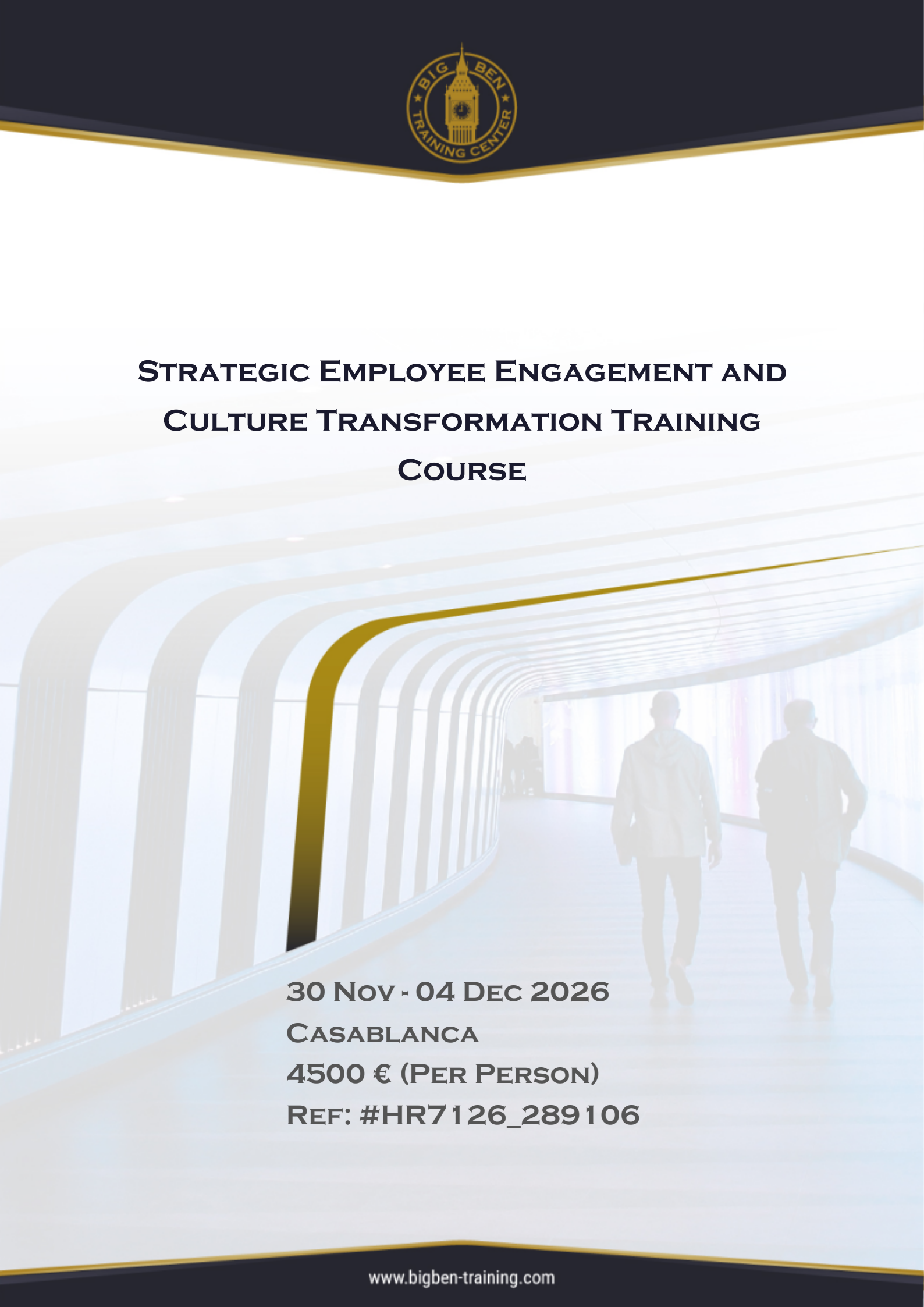
Strategic Employee Engagement and Culture Transformation Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HR7126_289106

Course Introduction / Overview:

This course provides a comprehensive framework for understanding and mastering the critical interplay between employee engagement and organizational culture. In today's competitive landscape, a thriving workplace culture is not a luxury but a strategic imperative for sustainable success and innovation. This program delves deep into the principles that drive employee motivation, commitment, and performance, moving beyond superficial perks to address the core elements of a positive and productive work environment. We will explore the foundational theories of pioneers like William Kahn, who first conceptualized personal engagement at work, and examine practical models for cultural assessment and transformation. Participants will learn to diagnose their current organizational culture, design impactful engagement initiatives, and lead change effectively. Drawing insights from influential works such as "Organizational Culture and Leadership" by Edgar Schein, this training offered by BIG BEN Training Center equips leaders with the tools to build a resilient, agile, and deeply engaged workforce, capable of navigating change and driving long-term growth. This is an A-to-Z guide for creating a workplace where employees feel valued, connected, and empowered to contribute their best work.

Target Audience / This training course is suitable for:

- Human Resources Managers and Professionals.
- Team Leaders, Supervisors, and Department Heads.
- Senior Executives and C-Suite Leaders.
- Organizational Development Specialists.
- Change Management Practitioners and Project Managers.
- Internal Communications Professionals.
- Talent Management and Employee Experience Experts.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources and Personnel Management.
- Executive Leadership and Senior Management.
- Operations and Production Departments.
- Internal Communications and Corporate Affairs.
- Training, Learning, and Development.
- Strategy and Corporate Planning.
- Project and Program Management Offices.

Course Offerings:

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

- Develop a strategic framework for enhancing employee engagement across the organization.
- Conduct comprehensive cultural audits to identify strengths and areas for improvement.
- Design and implement effective employee feedback and communication systems.
- Lead cultural transformation initiatives with confidence and clear direction.
- Master change management principles to overcome resistance and build buy-in.
- Create robust recognition and reward programs that align with company values.
- Measure the return on investment of engagement and culture programs.
- Foster an inclusive and psychologically safe work environment for all employees.
- Align leadership behaviors with the desired organizational culture.
- Build a sustainable high-performance culture that attracts and retains top talent.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We believe that true learning occurs through active participation and reflection, not passive listening. This course utilizes a blended learning approach that combines expert-led presentations with a variety of engaging activities. Participants will work through real-world case studies of successful and unsuccessful cultural transformations, analyzing the critical factors that led to their outcomes. Facilitated group discussions and brainstorming sessions will encourage peer-to-peer learning and the sharing of diverse perspectives. Practical workshops will provide hands-on experience in using diagnostic tools, designing engagement surveys, and developing change communication plans. Role-playing scenarios will allow participants to practice difficult conversations and leadership skills in a safe and supportive setting. Each module concludes with an action planning segment, enabling participants to translate their newfound knowledge into concrete steps they can implement immediately within their own organizations. Continuous feedback from the facilitator and peers is a core component, ensuring a rich and developmental learning journey.

Course Agenda (Course Units):

Unit One: Foundations of Engagement and Organizational Culture

- The Strategic Importance of Employee Engagement.
- Defining Organizational Culture and Its Core Components.
- The Psychological Contract and Its Impact on Engagement.
- Exploring William Kahn's Model of Personal Engagement.
- The Link Between Engagement, Productivity, and Profitability.
- Identifying the Key Drivers of Employee Motivation and Commitment.
- Case Studies of High-Engagement, High-Performance Cultures.

Unit Two: Diagnosing and Measuring the Current State

- Methods for Conducting a Cultural Audit.
- Designing and Implementing Effective Employee Engagement Surveys.
- Utilizing Focus Groups and Interviews for Deeper Insights.
- Analyzing Quantitative and Qualitative Data to Identify Trends.
- Mapping the Employee Experience Journey.
- Presenting Diagnostic Findings to Senior Leadership.
- Benchmarking Your Culture Against Industry Best Practices.

Unit three: Designing Strategic Engagement Initiatives

- Developing a Holistic Employee Engagement Strategy.
- Crafting Compelling Employee Value Propositions (EVP).
- Building Effective Recognition and Rewards Programs.
- Fostering Career Growth and Development Opportunities.
- Implementing Wellness and Work-Life Integration Programs.
- Enhancing Onboarding and Offboarding Processes.
- Leveraging Technology to Improve the Employee Experience.

Unit Four: Leading and Managing Cultural Transformation

- The Leader's Critical Role in Driving Cultural Change.
- Applying Change Management Models like Kotter's 8-Step Process.
- Crafting and Executing a Strategic Change Communication Plan.
- Identifying and Empowering Change Champions within the Organization.
- Strategies for Overcoming Resistance and Managing Conflict.
- Aligning Systems, Processes, and Structures with the New Culture.
- Role-Playing Critical Conversations for Leading Change.

Unit Five: Sustaining a High-Performance and Engaged Culture

- Embedding New Values and Behaviors into Daily Operations.
- Creating Continuous Listening and Feedback Mechanisms.
- Measuring the Long-Term Impact and ROI of Culture Initiatives.
- The Role of Performance Management in Reinforcing Culture.
- Building a Culture of Psychological Safety and Trust.
- Strategies for Future-Proofing Your Organizational Culture.
- Developing a Personal Action Plan for Sustained Impact.

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 just another top-down corporate initiative?

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

This course distinguishes itself by adopting a holistic and integrated approach that intrinsically links employee engagement with the complex process of cultural transformation. While many programs treat these as separate topics, we operate on the principle that one cannot be sustainably achieved without the other. Our curriculum moves beyond theoretical frameworks to provide a practical, actionable roadmap for leaders. We emphasize the diagnostic phase, equipping participants with the skills to accurately assess their unique organizational DNA before prescribing solutions. This prevents the common pitfall of implementing generic, "best-practice" initiatives that fail to resonate with the existing culture. Furthermore, the course places a significant emphasis on the human side of change, focusing on leadership behaviors, communication strategies, and the psychology of overcoming resistance. Rather than just presenting tools, we cultivate the competencies required to lead with empathy and authenticity, which is the cornerstone of any successful transformation. The focus is on building a self-sustaining ecosystem of engagement, not just launching a series of temporary programs.