Motivating Teams and Boosting Employee Engagement Training Course



28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #IS2265_162615

Course Introduction / Overview:

In today's competitive landscape, an engaged and motivated workforce is the ultimate strategic asset. This course moves beyond traditional command-and-control management to explore the nuanced art and science of fostering genuine employee engagement. We delve into the core psychological drivers of human motivation, drawing on influential research from thinkers like Daniel H. Pink, whose work in "Drive: The Surprising Truth About What Motivates Us" reshaped our understanding of autonomy, mastery, and purpose. Participants will learn to diagnose the root causes of disengagement, from unclear expectations to a lack of recognition, and will be equipped with a robust toolkit of practical strategies to address them. This is not a theoretical overview; it is a hands-on program designed to transform managers into inspirational leaders who can build resilient, high-performing teams. At BIG BEN Training Center, we have crafted a curriculum that bridges the gap between established theories and the real-world challenges of the modern workplace, including managing remote teams and motivating a multi-generational workforce. This training course provides a comprehensive roadmap for creating a workplace culture where employees feel valued, empowered, and committed to organizational success.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Departmental Managers and Directors.
- Human Resources Professionals and Business Partners.
- Project Managers and Program Leaders.
- C-Level Executives and Senior Leadership.
- Entrepreneurs and Small Business Owners.
- Individuals aspiring to leadership roles.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Hospitality and Tourism.
- Governmental agencies and public sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Production.
- Sales and Business Development.
- Customer Service and Support.
- Marketing and Communications.
- Project Management Office.
- Research and Development.
- All departments with line management responsibilities.

Course Offerings:

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

- Differentiate between intrinsic and extrinsic motivation and apply appropriate strategies.
- Design and implement effective employee recognition and reward programs.
- Conduct impactful performance conversations that inspire growth and commitment.
- Foster a culture of psychological safety where team members feel safe to contribute.
- Develop communication strategies that enhance transparency and build trust.
- Lead and motivate remote and hybrid teams effectively.
- Utilize employee feedback and engagement survey data to drive meaningful change.
- Create a strategic action plan to improve team motivation and engagement levels.
- Coach team members to unlock their full potential and achieve their goals.
- Manage conflict constructively to maintain positive team dynamics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that adult learning is most effective when it is interactive, experiential, and directly relevant to the participant's professional challenges. This course abandons traditional lecture-style formats in favor of a dynamic workshop environment. A significant portion of the training will be dedicated to real-world case study analysis, allowing participants to dissect complex motivational challenges and collaboratively develop solutions. Interactive group discussions and brainstorming sessions will encourage the sharing of diverse perspectives and experiences. We will utilize role-playing scenarios to help participants practice crucial skills, such as giving constructive feedback and handling difficult conversations, in a safe and supportive setting. Self-assessment tools and reflective exercises will promote a deeper understanding of individual leadership styles and their impact on team morale. The facilitator will act as a guide, providing expert insights, personalized feedback, and fostering a collaborative learning atmosphere where every participant feels empowered to contribute and grow.

Course Agenda (Course Units):

Unit One: The Foundations of Workplace Motivation

- Defining employee engagement and motivation.
- The psychological contract between employee and employer.
- The direct impact of engagement on business outcomes like productivity and retention.
- Exploring key motivational theories (Maslow, Herzberg, Vroom).
- Understanding Daniel Pink's model of Autonomy, Mastery, and Purpose.
- Differentiating between intrinsic and extrinsic motivators.
- Common barriers to motivation in the modern workplace.

Unit Two: Core Strategies for Motivating Individuals and Teams

- The art of setting clear, compelling, and collaborative goals.
- Developing and implementing effective recognition and appreciation programs.
- Techniques for providing constructive, motivational feedback.
- The role of empowerment and delegation in boosting ownership.
- Fostering professional development and career growth opportunities.
- Conducting effective one-on-one meetings that inspire action.
- Balancing individual needs with team objectives.

Unit Three: Cultivating a High-Engagement Culture

- The leader's role in shaping team and organizational culture.
- Building a foundation of trust and psychological safety.
- Promoting open, honest, and transparent communication channels.
- Strategies for fostering collaboration and teamwork.
- Championing diversity, equity, and inclusion as engagement drivers.
- How to create and maintain a positive work environment.
- Linking team culture to the broader organizational values and mission.

Unit Four: Managing Engagement Through Change and Challenge

- Motivating teams during periods of organizational change.
- Addressing and preventing employee burnout and stress.
- Managing and motivating underperforming employees.
- Navigating and resolving team conflicts constructively.
- Specific challenges and strategies for motivating remote and hybrid teams.
- Engaging a multi-generational workforce with diverse expectations.
- Maintaining morale during difficult business cycles.

Unit Five: Measuring, Sustaining, and Scaling Engagement

- Introduction to employee engagement surveys and pulse checks.
- How to effectively analyze and interpret engagement data.
- Translating feedback into a concrete and actionable plan.
- Communicating survey results and action plans to the team.
- Creating a continuous listening and feedback loop.
- Embedding engagement practices into daily leadership habits.
- Developing a long-term strategy for sustained employee engagement.

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:

Beyond financial incentives, what is the single most powerful, yet often overlooked, driver of intrinsic motivation within a modern, diverse workforce?

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

This course distinguishes itself by moving beyond theoretical frameworks to provide a deeply practical and context-aware leadership toolkit. While many programs focus on what motivation is, we concentrate on how to create it, sustain it, and measure its impact within the complexities of the contemporary workplace. Our curriculum is specifically designed to address current challenges, offering dedicated modules on engaging remote and hybrid teams and motivating a multi-generational workforce—areas often treated as afterthoughts in other courses. We emphasize the critical role of psychological safety and inclusive leadership as the bedrock of genuine engagement, a perspective grounded in the latest organizational psychology research. The methodology prioritizes application through extensive use of case studies drawn from diverse industries, role-playing difficult conversations, and developing a personalized action plan those participants can implement immediately upon returning to their roles. Rather than just presenting models, we facilitate a process of self-discovery, helping leaders understand their own impact on team dynamics and equipping them with the behavioral tools to foster a truly empowering and high-performance culture.