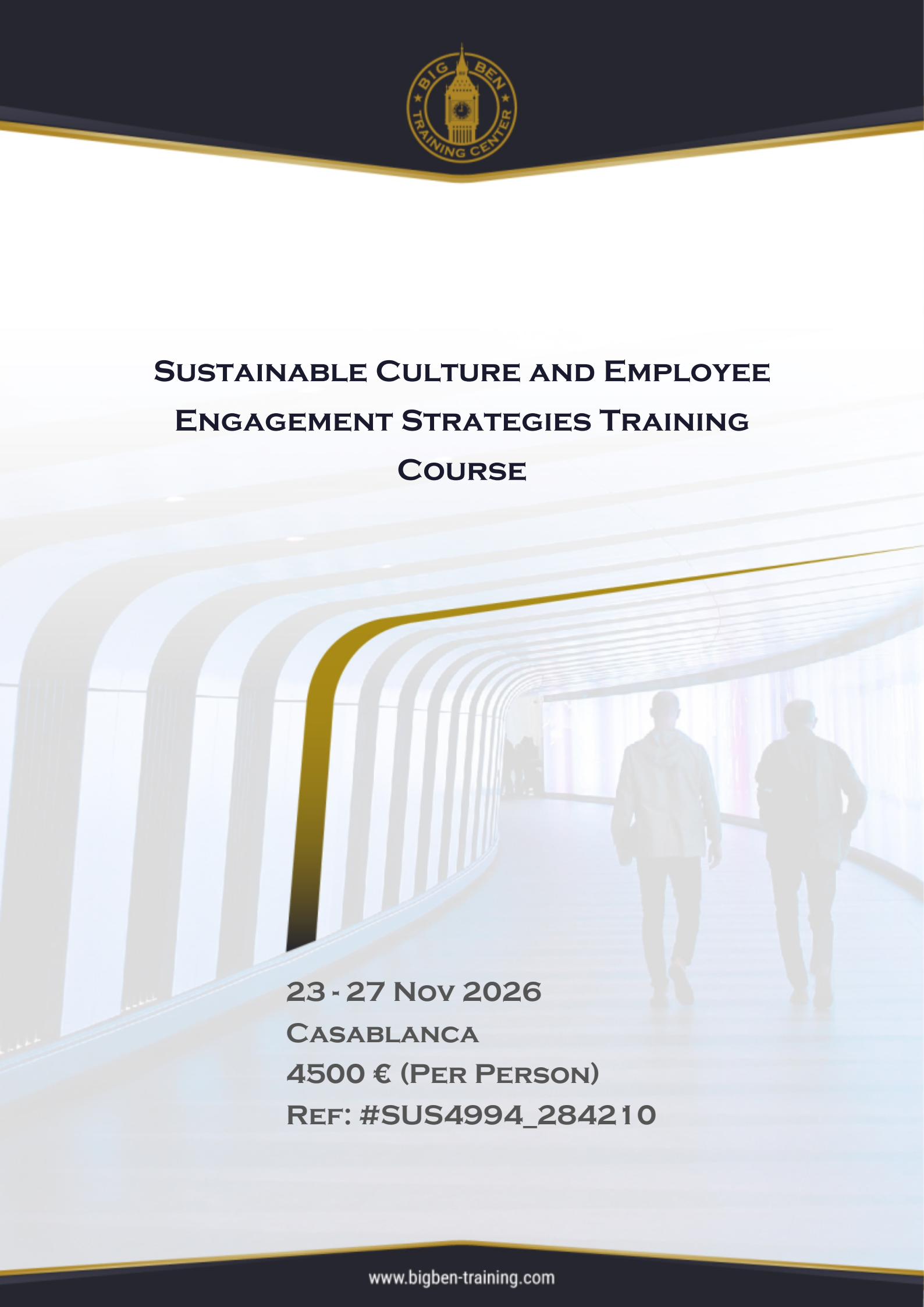
Sustainable Culture and Employee Engagement Strategies Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #SUS4994_284210

Course Introduction / Overview:

This course provides a comprehensive framework for building a resilient and thriving organizational culture that drives both employee engagement and long-term sustainability. In today's competitive landscape, a positive work environment is no longer a luxury but a strategic imperative for attracting and retaining top talent, fostering innovation, and ensuring business continuity. We move beyond temporary perks to explore the deep-rooted systems that create a purpose-driven organization. Drawing on foundational concepts from organizational culture experts like Edgar Schein, this program delves into the visible artifacts, espoused values, and underlying assumptions that shape employee experience. Participants will learn to diagnose their current culture, design impactful engagement strategies, and align them with broader corporate social responsibility and ESG goals. BIG BEN Training Center has designed this course to be highly practical, referencing actionable insights from works like "The Culture Code" by Daniel Coyle to equip leaders with the tools to cultivate psychological safety, belonging, and a shared sense of purpose. This training is an essential investment for any organization committed to creating a workplace where both people and performance can flourish sustainably for years to come.

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 and Talent Management Specialists.
- Change Management Professionals and Project Managers.
- Corporate Communications and Internal Branding Managers.
- Sustainability and Corporate Social Responsibility (CSR) Officers.
- Anyone responsible for improving workplace culture and employee morale.

Target Sectors and Industries:

- Technology and Information Services.
- Healthcare and Pharmaceutical Industries.
- Financial Services, Banking, and Insurance.
- 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 Department.
- Executive Leadership and Senior Management.
- Operations and Production Departments.
- Marketing and Corporate Communications.
- Strategy and Corporate Development.
- Legal and Compliance Departments.
- Sustainability and CSR Departments.
- All departments with managerial and leadership responsibilities.

Course Offerings:

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

- Develop a strategic framework for building a sustainable organizational culture.
- Design and implement effective employee engagement initiatives that boost morale and productivity.
- Align cultural values with the organization's mission, vision, and business objectives.
- Measure and analyze employee engagement and cultural health using key performance indicators.
- Foster an environment of psychological safety, trust, and open communication.
- Lead cultural change initiatives effectively and manage resistance.
- Integrate principles of diversity, equity, and inclusion into the cultural fabric.
- Link employee engagement and culture to broader ESG and corporate sustainability goals.
- Create compelling employee value propositions to attract and retain top talent.
- Champion a positive work environment that supports employee well-being and resilience.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly effective, ensuring participants can translate theoretical knowledge into practical workplace solutions. We employ a blended learning approach that combines expert-led presentations with hands-on, experiential activities. The course heavily features the analysis of real-world case studies from diverse industries, allowing participants to dissect successful culture-building strategies and learn from common pitfalls. A significant portion of the training is dedicated to collaborative group workshops and brainstorming sessions, where attendees can share experiences, tackle complex scenarios, and co-create solutions in a supportive environment. Interactive tools, self-assessment diagnostics, and facilitated discussions will be used to deepen understanding of core concepts like psychological safety and values-based leadership. Participants will engage in action planning exercises to develop a customized roadmap for implementing cultural initiatives within their own organizations. Continuous feedback from the facilitator and peers is a cornerstone of our approach, ensuring a dynamic and impactful learning journey that fosters both professional growth and organizational improvement.

Course Agenda (Course Units):

Unit One: Foundations of Sustainable Culture and Engagement

- The critical link between culture, engagement, and business sustainability.
- Defining and diagnosing your current organizational culture using established models.
- Core principles of employee engagement and motivation theories.
- The role of leadership in shaping and championing a positive work environment.
- Understanding the impact of psychological safety on innovation and performance.
- Aligning cultural aspirations with strategic business goals and vision.
- Introduction to Environmental, Social, and Governance (ESG) criteria in culture.

Unit Two: Designing a High-Impact Engagement Strategy

- Conducting effective cultural audits and engagement surveys.
- Developing a compelling Employee Value Proposition (EVP).
- Setting clear objectives and KPIs for your culture and engagement initiatives.
- Strategies for creating a purpose-driven and values-based organization.
- Designing effective recognition, reward, and feedback systems.
- Integrating diversity, equity, and inclusion (DEI) into your cultural DNA.
- Crafting a strategic internal communications plan to support cultural change.

Unit Three: Implementing Culture and Engagement Initiatives

- Leading and managing cultural transformation projects.
- Techniques for securing buy-in from senior leadership and key stakeholders.
- Implementing programs that enhance employee well-being and work-life balance.
- Fostering collaboration and breaking down organizational silos.
- Empowering managers and team leaders to be culture champions.
- Onboarding new hires to accelerate cultural integration.
- Leveraging technology to support engagement and communication.

Unit Four: Measuring and Analyzing Cultural Impact

- Developing a dashboard for tracking culture and engagement metrics.
- Utilizing pulse surveys and continuous listening strategies.
- Analyzing qualitative and quantitative data to derive actionable insights.
- Calculating the return on investment (ROI) of culture initiatives.
- Linking engagement metrics to key business outcomes like retention and productivity.
- Best practices for presenting cultural data to executive leadership.
- Using feedback loops for continuous improvement and cultural adaptation.

Unit Five: Sustaining and Evolving a Thriving Culture

- Strategies for embedding cultural change for long-term success.
- Building resilience and adaptability into your organizational culture.
- Anticipating future trends in workplace culture and employee expectations.
- The role of culture in crisis management and organizational recovery.
- Advanced strategies for linking culture to corporate social responsibility.
- Developing a long-term roadmap for cultural evolution.
- Final project. creating a sustainable culture action plan.

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 balance profit-driven goals with the long-term, human-centric investment required for a sustainable culture?

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

This course distinguishes itself by holistically integrating employee engagement and culture-building with the strategic imperative of long-term organizational sustainability. While many programs focus on engagement as a standalone HR metric, we position it as a core component of a resilient business strategy, directly linked to Environmental, Social, and Governance (ESG) performance. Our curriculum moves beyond fleeting perks and motivational tactics to provide a robust, systemic framework for embedding a purpose-driven culture. We emphasize the development of psychological safety and values-based leadership as the foundational pillars for sustainable success, providing participants with diagnostic tools and actionable models rather than just theoretical concepts. The course is uniquely structured to bridge the gap between strategy and execution, equipping attendees with the skills to not only design a cultural blueprint but also to measure its impact, calculate its ROI, and champion it effectively within their organizations. By focusing on sustainability, we ensure the principles learned are not for short-term gains but for building an organization that can thrive ethically and profitably through change and uncertainty for years to come.