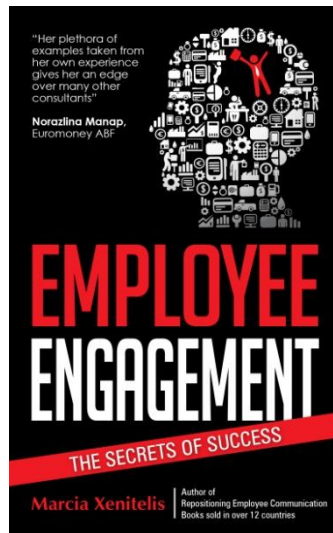


Employee Engagement – The Secrets of Success

Webinar 8 Session series - Available to Download at your leisure



Why This Webinar Series?

The only webinar series on how to achieve business success exclusively for anyone involved in employee communication and employee engagement. Learn what drives business strategy and the specific aspects to look for to find opportunities to tie in your change communication strategies and impact business outcomes.

A must have if you want to be recognised for the strategic contribution you make to the organisations' success.

You will discover how easy it is to:

UNDERSTAND how CEO's view employee engagement and the meaning and importance they place on it and why

DEFINE and measure the value of employee engagement in terms of business outcomes

EVALUATE the different approaches to employee engagement, taking into account your own organisation's brand, values, culture and business goals

IDENTIFY key stakeholders vital to the successful implementation of an employee engagement strategy and how to integrate activities for them to lead

MANAGE the risks associated with executing an employee engagement strategy

BUILD a plan and **IMPLEMENT** effective employee engagement strategies

CREATE a measurable and sustainable engagement culture

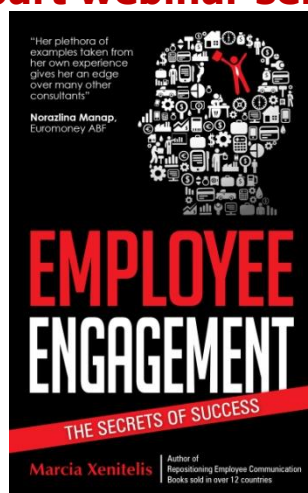
Why Now?

In business today the most compelling issue for CEO's and Senior Leadership Executives is to engage employees with organisational change focussed on achieving business strategy. They are demanding that employee communication provides more than just information tools, they want evidence of the impact of employee engagement with business strategy and want to see a tangible connection between the two.

This webinar series is unique because it is the only resource how to link action oriented change communication strategies with business outcomes. In these economic times post restructures and constantly changing business initiatives you need to demonstrate the impact you can have on business outcomes and the value you add. By learning how to do this you can quickly identify strategies and tactics to ensure what you do helps your organisation achieve traction with strategy.

The result will be recognition for your skills and abilities and more broadly for the CEO and the Senior Executive Team, an engaged workforce.

Employee Engagement – The Secrets Of Success 8 part webinar series



\$ 397.00.00 AUD

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What's covered in this webinar series?

THE FUNDAMENTALS OF EMPLOYEE ENGAGEMENT

Webinar 1: This session will explore what the fundamentals of employee engagement are and how they contribute to creating your corporate culture. As each organisation is unique, specific tools will be used to identify those aspects of employee engagement which will have the most significant positive impact on your corporate culture

KEY CONCEPTS UNDERPINNING THE PRACTICE OF EMPLOYEE ENGAGEMENT

Webinar 2: In this session, you will learn the five key concepts underpinning the practice of employee engagement. By following the step-by-step techniques, you will be able to examine whether these key concepts are currently in place in your organisation. If they are, you will explore ways to enhance the impact of these concepts, and if they are not, then using the step-by-step technique, you will identify how to apply the concepts to achieve optimum outcomes

MEASURING ENGAGEMENT

Webinar 3: Every employee engagement strategy you implement will be measured differently depending on the unique organisational situation. This session examines the various measurable definitions of employee engagement that will assist you in identifying the most suitable approach for your organisation.

DEFINING THE ENGAGEMENT METRICS FOR YOUR ORGANISATION

Webinar 4: Every senior executive wants to understand how employee engagement can be measured in particular against bottom line business outcomes. This session will specifically address various business measures of your strategies. At the end of the audio series, you will be able to pinpoint the exact business measures for your organisation.

STRATEGIES TO IMPROVE WORKPLACE ENGAGEMENT AND UNDERSTANDING OF BUSINESS ISSUES

Webinar 5: The most important aspect of workplace engagement is how you communicate with employees, particularly around complex business issues. Usually organisations communicate business results but the connection to the work the employee does and their role in contributing to business outcomes is lost. This session will examine how to design action oriented employee communication strategies that make employees stop and say, "Aha! Now I get it". Once they truly understand the reason why, only then will they be more engaged and understand business issues clearly.

ENGAGEMENT DRIVERS AND BUSINESS PERFORMANCE LINKAGE FOR YOUR ORGANISATION

Webinar 6: Every organisational culture has a unique aspect that is a key driver of business performance. For some companies it is health and safety, for others it may be financial returns for investors. This session will help you determine whether you have the engagement drivers that link to business performance for your organisation. You will use specifically designed tools to assist in identifying what the key business performance indicators are for your organisation, and together as a group, identify the engagement drivers.

THE EMPLOYEE ENGAGEMENT PLAN

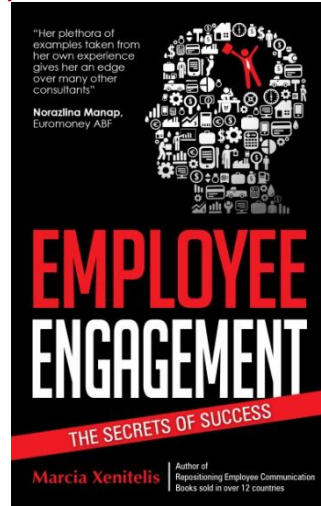
Webinar 7: How to develop your plan and get buy in at all levels of the organisation for it to be implemented successfully. One of the greatest challenges we face are leaders that are reluctant to support our change initiatives. Here we discuss why that is and specifically what you can do about it to ensure that it does not happen.

HOW TO IMPLEMENT ACTION ORIENTED CHANGE COMMUNICATION ACTIVITIES

Webinar 8: Success of any strategy is always based on how well it is implemented. In this session we cover what to do to ensure that the results of your initiatives are not jeopardised due to poor implementation. We cover the most likely and high

impact actions that might derail your employee engagement strategy and mitigation strategies to deal with those risks.

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About the Author



Marcia Xenitelis – ***The Change Communicator***

Marcia is an author, consultant and professional speaker on the topic of change communication and change management. The thousands of people who have heard Marcia speak would say that her approach is inspiring and pragmatic. The concepts in this webinar series are innovative, imaginative and achieve business results. It is full of ideas on how to engage employees with change and have significant impact.