

Employee Experience & Engagement Strategies Masterclass

Human Resource
Istanbul (Turkey)
19 - 23 Oct 2025

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Employee Experience & Engagement Strategies Masterclass

Ref: 321562_134316 **Date:** 19 - 23 Oct 2025 **Location:** Istanbul (Turkey) **Fees:** 3900 **Euro**

Course Description

This intensive 5-day masterclass equips HR professionals and leaders with cutting-edge strategies to enhance employee experience and engagement. Participants will learn to design and implement effective programs that boost workplace satisfaction, productivity, and retention. Through case studies, interactive sessions, and hands-on exercises, attendees will gain practical skills to transform their organization's culture.

Learning Objectives

- Develop a comprehensive employee experience strategy aligned with organizational goals
- Master techniques for measuring and analyzing employee engagement
- Design impactful programs to enhance workplace culture and employee satisfaction
- Implement effective communication strategies to foster engagement across all levels
- Create a roadmap for continuous improvement in employee experience initiatives

Course Modules

Day 1: Foundations of Employee Experience

- Understanding the employee experience lifecycle
- Key drivers of employee engagement
- The impact of engagement on organizational performance
- Assessing current employee experience in your organization

Day 2: Designing an Employee Experience Strategy

- Aligning experience strategy with business objectives
- Mapping the employee journey
- Identifying and prioritizing moments that matter
- Creating personalized employee experiences

Day 3: Measuring and Analyzing Engagement

- Key metrics and KPIs for employee engagement
- Implementing effective survey methodologies
- Analyzing engagement data for actionable insights
- Leveraging technology for continuous feedback

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The pieces are arranged on a checkered board with concentric circles in the background.

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Day 4: Implementing Engagement Programs

- Designing impactful recognition and reward systems
- Developing career growth and learning opportunities
- Creating a culture of well-being and work-life balance
- Fostering diversity, equity, and inclusion

Day 5: Sustaining and Evolving Employee Experience

- Change management for experience initiatives
- Empowering managers as engagement drivers
- Adapting strategies for remote and hybrid workforces
- Creating a roadmap for continuous improvement

Practical Wins for Participants

- A customized employee experience strategy framework
- Toolkit for designing and implementing engagement surveys
- Action plan for launching a new recognition program
- Roadmap for enhancing communication channels across the organization

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