BLACKBIRD FOR TRAINING

Employee Experience & Engagement Strategies Masterclass

19 – 23 July 2027
Tokyo (Japan)



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Why This Course

In today's competitive talent landscape, organizations that prioritize employee experience consistently outperform their peers. Engagement is no longer just an HR initiative—it is a strategic driver of productivity, innovation, retention, and long-term business performance.

This intensive 1-week masterclass empowers HR professionals and business leaders with forward-thinking strategies to elevate employee experience across the entire lifecycle. Combining research-based insights with practical tools, the program enables participants to design structured initiatives that strengthen culture, boost engagement, and create meaningful workplace experiences.

Through case studies, interactive discussions, and applied workshops, participants will leave with clear frameworks and actionable plans tailored to their organizational context.

What You'll Learn and Practice

By attending this masterclass, you will:

- Develop a comprehensive employee experience strategy aligned with business objectives.
- Identify and prioritize the moments that most influence engagement and retention.
- Design programs that enhance satisfaction, recognition, and career development.
- Implement communication approaches that foster transparency and trust.
- Measure engagement effectively and translate data into actionable improvements.
- Build a structured roadmap for sustaining and evolving employee experience initiatives.

The Program Flow

Day 1: Foundations of Employee Experience

- Understanding the employee experience lifecycle
- Key drivers of engagement and motivation
- The link between engagement and organizational performance
- Assessing your organization's current employee experience maturity



Day 2: Designing an Employee Experience Strategy

- Aligning employee experience with corporate strategy
- Mapping the employee journey from hire to exit
- Identifying critical “moments that matter”
- Designing personalized and inclusive experiences

Day 3: Measuring and Analyzing Engagement

- Key metrics and KPIs for tracking engagement
- Designing and implementing effective employee surveys
- Interpreting engagement data for strategic decision-making
- Leveraging digital tools for continuous listening and feedback

Day 4: Implementing Engagement Programs

- Building effective recognition and reward systems
- Structuring career growth and learning pathways
- Promoting well-being and work-life balance initiatives
- Strengthening diversity, equity, and inclusion practices

Day 5: Sustaining and Evolving the Employee Experience

- Applying change management principles to experience initiatives
- Enabling managers as frontline engagement champions
- Adapting strategies for remote and hybrid work environments
- Developing a continuous improvement roadmap

Individual Impact

- Ability to design a structured and impactful employee experience strategy.
- Enhanced capability in engagement measurement and data-driven decision-making.
- Practical tools to launch recognition, development, and communication initiatives.
- Stronger leadership influence in shaping organizational culture.

Organizational Impact

- Higher levels of employee engagement and retention.
- Improved productivity and performance outcomes.
- Stronger alignment between people strategy and business goals.
- A resilient, positive culture that supports long-term growth.



Training Methodology

- Interactive workshops and group exercises.
- Real-world case studies and best-practice analysis.
- Practical toolkit development sessions.
- Strategy design exercises tailored to participants' organizations.

Beyond the Course

Participants will leave ready to:

- Implement a comprehensive employee experience framework.
- Launch engagement measurement and recognition initiatives.
- Strengthen communication and leadership alignment.
- Drive a culture of continuous improvement and employee-centric growth.

