BLACKBIRD FOR TRAINING

Employee Engagement and Retention: Strategies for Success

2 – 6 August 2027
Paris (France)



Employee Engagement and Retention: Strategies for Success

Ref: 322114_185825 **Date:** 2 – 6 August 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Why This Course

Employee engagement and retention are critical factors in organizational success. When employees feel valued, motivated, and connected to their work, they perform better, contribute more, and are more likely to stay. On the other hand, low engagement often leads to higher turnover, reduced productivity, and increased costs.

This intensive 1-week program is designed to help managers and HR professionals build practical strategies to strengthen engagement and retain top talent. It focuses on creating a positive work environment, understanding employee needs, and implementing targeted initiatives that drive both performance and long-term commitment.

What You'll Learn and Practice

By joining this program, you will:

- Understand the key drivers of employee engagement and retention.
- Build strategies to create a positive and inclusive workplace culture.
- Measure and analyze engagement levels effectively.
- Improve communication and feedback practices.
- Design targeted retention initiatives for different employee groups.
- Strengthen leadership skills to support engagement efforts.

The Program Flow

Day 1: Foundations of Employee Engagement

- Understanding what employee engagement means in practice.
- Identifying the key factors that influence engagement.
- Exploring the relationship between engagement, performance, and retention.
- Assessing current engagement levels within the organization.

Day 2: Creating a Culture of Engagement

- Building a clear vision and aligning it with employee expectations.
- Strengthening trust and transparency in the workplace.
- Promoting inclusion and a sense of belonging.
- Connecting individual goals with organizational objectives.



Day 3: Effective Communication and Feedback

- Establishing open and effective communication channels.
- Conducting meaningful one-on-one meetings and performance discussions.
- Using surveys and feedback tools to gather insights.
- Addressing workplace issues and resolving conflicts constructively.

Day 4: Employee Development and Growth

- Designing personalized development plans.
- Implementing mentoring and coaching initiatives.
- Supporting continuous learning and skill development.
- Recognizing and rewarding employee contributions.

Day 5: Retention Strategies and Action Planning

- Identifying key factors that influence employee retention.
- Developing targeted retention strategies for different roles and groups.
- Designing competitive rewards and benefits approaches.
- Creating a practical action plan for engagement and retention initiatives.

Individual Impact

- Strengthen your ability to engage and motivate employees.
- Improve your communication and leadership skills.
- Build confidence in managing retention challenges.
- Enhance your ability to create meaningful employee experiences.

Organizational Impact

- Increase employee engagement and overall productivity.
- Reduce turnover and associated costs.
- Strengthen workplace culture and employee satisfaction.
- Improve retention of high-performing talent.

Training Methodology

This program focuses on practical application through:

- Real-world case studies and workplace scenarios.
- Interactive discussions and group activities.
- Workshops on designing engagement and retention strategies.
- Tools and templates for immediate use.



Beyond the Course

By the end of this program, participants will be equipped with the tools and strategies needed to improve engagement and retention within their organizations.

They will return ready to:

- Assess and improve employee engagement levels.
- Implement targeted retention strategies.
- Strengthen communication and employee relationships.
- Build a more positive and productive work environment.

This course enables professionals to turn employee engagement into a strategic advantage that drives performance, satisfaction, and long-term organizational success.

