

# EMPLOYEE ENGAGEMENT & RETENTION STRATEGIES MASTERCLASS

"Employee engagement matters because it is one of the key drivers of the success of any business. I cannot imagine having high levels of customer satisfaction and high levels of shareholder satisfaction without high levels of employee engagement." – Philip Green, CEO, United Utilities

29 & 30 October 2013 | Gardens Hotel & Residences, Kuala Lumpur



HRDF  
CLAIMABLE  
(subject to  
approval)

*Masterclass Facilitator:*

**KATE BOORER**

*This 2 day result-oriented masterclass will allow you to benefit from advanced theories and hands-on case studies. Prior to the masterclass, you will be encouraged to complete an in-depth questionnaire to allow the masterclass facilitator to deliver the best course module most appropriate to your knowledge, level of experience and your expectation of the course.*

## Key Benefits of Attending :

- Harnessing the financial and non-financial business benefits that engaged employees can bring to your organization
- Understanding the global and latest trends in employee engagement
- Identifying the most effective method to measure employee engagement
- Looking at ways to drive and execute employee engagement within your organization
- Learning and gaining from some of the local and international successful stories of employee engagement

## Past Testimonials :-

*"I recently had the pleasure of attending Kate's Engagement Bootcamp workshop. This workshop honed in on my personal sense of engagement with my current role and reinforced why and how I do what I do with such vigour everyday which was heartening. Kate really understands well the concepts of the engaged and disengaged employee and delivers her workshops with energy, empathy and action-oriented outcomes. Kate's follow-up since the workshop has been outstanding."*

- Arielle Nakache-Moulay, RedBalloon



## INTRODUCTION

The one thing that creates sustainable competitive advantage – and therefore ROI, company value and long-term strength – is the workforce of an organization. When it comes to people, research has shown, time and again, that employees who are engaged significantly outperform work groups that are not engaged. In the fight for competitive advantage where employees are the differentiator, engaged employees are the ultimate goal. Employee engagement is the emotional commitment the employee has to the organization and its goals. This emotional commitment means engaged employees actually care about their work and their company. They don't work just for a paycheck, or just for the next promotion, but work on behalf of the organization's goals.

This intensive 2 days masterclass on "Employee Engagement & Retention Strategies" will benefit all senior HR professionals and managers as well as team leaders on how to gain employees' trust and loyalty through identifying some of the best methods to measure and drive employee engagement.

## WHO SHOULD ATTEND

CEOs, COOs, Chief Talent Officers, Chief People Officers, SVPs, VPs, General Managers, Managers and Heads of :

- Human Resource
- Talent Management
- Recruitment & Retention
- Leadership Development
- Performance Management

From Across All Industries, including :-

- Banking & Financial Services
- Manufacturing
- Hospitality
- Call Centres/ Contact Centres
- Automotive
- Power & Utilities
- Supply Chain & Logistics
- Infrastructure
- Information Technology
- Maritime/ Shipping
- Healthcare

And many others

## PROGRAM SCHEDULE

8.30am	Registration
9.00am	Course Commences
10.30am-10.45am	Coffee / Tea break
12.45pm-2.00pm	Lunch
3.30pm-3.45pm	Coffee / Tea
5.00pm	End of Masterclass

### Past Testimonials :-

*"Kate's insights into the psyche of employees and organisations give her an excellent capability to understand motivation on both sides and to find a way to achieve collaborative goals. She is an expert speaker and has a high energy in the room. Having seen her present to groups of 10-100, I know her to be adaptable and able to understand her audience."*

- Natalie Fallon, Telstra



## FACILITATOR PROFILE



Kate Boorer, Employee Engagement & Performance Specialist & Chartered Accountant, Employerability

Kate's Purpose "Organizations have a role to play in empowering people to live a conscious life of fulfilment and purpose. My vision is to help them find a way to do this and build business or shareholder value at the same time."

As a little girl, she dreamt of growing up and becoming a high profile deal maker.... something along the lines of a Trump/Buffer combo only with hair and heels. It is funny where life takes you and how dreams change but seriously, few people dream of growing up to become a slave to the 40-hour workweek, miserable, doing a job they hate. It is the common existence of such misery in Australian workplaces and the impact it has on the profitability of businesses that is the driving force behind both Kate's purpose and passion.

Founder of Employerability, Kate specialises in both the strategic and practical elements of creating sustainable people and business performance for her clients. Her strong corporate experience and financial acumen together with years of working as a consultant, facilitator and coach integrate to provide a powerful partner who is committed to building the capability of your organisation. Kate's impressive grasp of business, her use of relevant tools and models and her deep knowledge of what motivates people ensures that her impact is long lasting and achieves the desired business outcomes.

Whether you are looking to gain insights from survey data, build a performance scorecard to measure the people element of your business or develop your leaders to facilitate a new level of thinking around People Performance, Kate will ensure that any investment by your organisation will deliver both the outcomes and ROI you need.

Kate has helped a broad range of clients, including KPMG, NSW Treasury, ICAA, Reckitt Benkiser, Pfizer Animal Health, IHG, Mission Australia & BDO Australia to name just a few.

### Qualifications:

- Bachelor Commerce Accounting | Macquarie University, Sydney, Australia
- Member, Institute of Chartered Accountants Australia
- Member, Australian Institute of Company Directors
- Member ISPI (International Society for Performance Improvement)
- Member, Neuroleadership Institute
- Accredited Coach & Trainer | Extended DISC, Human Behaviour
- Social + Emotional Intelligence Trainer
- Accredited SEIP Coach Trainer
- Practitioner of Neuro-Linguistic Programming
- Associate Member of Australian Human Resource Institute (AHRI)
- Results Acceleration Master Coach

### Author:

Kate is a contributing author to 2013's edition of Emerging Trends in Leadership . Her chapter is entitled "Achieving Sustainable Employee Engagement| How Leaders can Increase Performance by Reframing their Engagement Strategies ".

# COURSE CONTENT

## DAY 1 - 29 October 2013

### Understanding & Measuring Employee Engagement

#### Module 1 : What is Employee Engagement ?

- Review accepted definitions and operating models of Employee Engagement in most organisations.
- More than Money – Today engagement is personal. Understand the intrinsic drivers of employee motivation and engagement including purpose and meaning of employees.
- 4 Dimensions that contribute to Sustainable Engagement. Understand the new way of engagement in our world today and into the future.

#### Module 2 : Trends in Employee Engagement – Past, Present & Future

- Explore the latest trends in employee engagement globally.
- Insights from Kate's consulting experience.
- Understand how changing workforce and trends will impact employee engagement in your organization in the future
- Case Study 1

#### Module 3 : The Business Benefits of Employee Engagement – Financial & Non-Financial

- Understand the financial and non-financial benefits of investing in employee engagement in your organization.
- Proof of returns: we will share the global statistics on how high employee engagement practices can improve employee productivity, customer service and business profits.
- Review your business model to assess how these best practices can be adapted and applied into your organisation
- Human Capital Scorecard : We share with you a model for reporting people metrics including engagement.

#### Module 4 : More Than Just a Survey – Turning Engagement Surveys into a Strategy

- What are the methodologies used to measure engagement?
- An integrated sustainable approach to employee engagement: the 9 Step Engagement Ladder
- Understand how to transitioning a survey into a strategic people plan for your organization (sample reports will be provided )
- Identifying the engagement drivers of your organization

## DAY 2 - 30 October 2013

### Driving Employee Engagement

#### Module 5 : Employee-led Engagement – Shifting mindsets and empowering employees

- Sustainable Engagement is Employee-led Engagement – we break down the 3 key steps to building an employee-led engagement culture
- Transitioning from organization-led towards employee-led engagement
- Case Study 2 : Adobe's Story TBC

#### Module 6 : The Employee Engagement Formula – The 3 Step Process

- How individual employees can be responsible for and increase their employee engagement experience?
- Clarity to commit – the 3-step formula to understand the engagement profile of any employee.
- Group exercises on the formula process to ensure that participants are well versed and are able to implement this profiling process in their organizations
- Review of Sample Profiles

#### Module 7 : Empowering Employee Engagement

- The role of HR/ Leadership/ Managers & Colleagues
- Insights from consulting and common recommendations
- Discussing effective leadership techniques that will work well to keep employees engaged and glued to your organization
- Case Study 3 : A Success Story on Employee Engagement

#### Module 8 : Wrap up & Action Planning

- Discussions, Q&A and summary of the 2 days intensive workshop
- Streamlining key effective take home actions to be implemented at your workplace

**Masterclass Methodology** Participants will be exposed to a highly interactive and participative approach in the delivery of the masterclass. Participants will also be stimulated to participate with active interaction in team activities like group discussion, lecture discussion and case studies. In addition, participants will be given a printed hand-out containing slides, notes, cases and/or articles used/shown in the masterclass.

# EMPLOYEE ENGAGEMENT & RETENTION STRATEGIES MASTERCLASS

KLEE 1219

**29-30 October 2013 | Gardens Hotel & Residences, Kuala Lumpur**

## HOW TO REGISTER

Tel.: +6012 775 8146  
Email: [achee@thethompsonsgp.com](mailto:achee@thethompsonsgp.com)  
Website: [www.thethompsonsgp.com](http://www.thethompsonsgp.com)  
Contact Person: (Marketing) \_\_\_\_\_

## REGISTRATION FEE

- ☐ Early bird at USD 1295 before 16th Sept 2013
- ☐ Standard package at USD 1695
- ☐ Send 3 delegates and get the 4th delegate as COMPLIMENTARY

## COMPANY DETAILS AND APPROVAL

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
Postcode \_\_\_\_\_ Country \_\_\_\_\_  
Tel. No \_\_\_\_\_ Fax \_\_\_\_\_

Booking approved by \_\_\_\_\_  
Position \_\_\_\_\_  
Email \_\_\_\_\_  
DID / Mobile \_\_\_\_\_

☐ I understand and accept the booking terms & conditions

Signature \_\_\_\_\_

Date   /   /

## DELEGATE DETAILS

Name (1) (Mr / Ms / Mrs) \_\_\_\_\_  
Position \_\_\_\_\_  
DID / Mobile \_\_\_\_\_  
Email \_\_\_\_\_

Name (2) (Mr / Ms / Mrs) \_\_\_\_\_  
Position \_\_\_\_\_  
DID / Mobile \_\_\_\_\_  
Email \_\_\_\_\_

Name (3) (Mr / Ms / Mrs) \_\_\_\_\_  
Position \_\_\_\_\_  
Tel. \_\_\_\_\_  
Email \_\_\_\_\_

Name (4) (Mr / Ms / Mrs) \_\_\_\_\_  
Position \_\_\_\_\_  
Tel. \_\_\_\_\_  
Email \_\_\_\_\_

## PAYMENT METHOD

- ☐ Cheque / Bank Draft payable to *The Thompson Paradigm Group Sdn Bhd*
- ☐ Bank Transfer please quote event ID "KLEE 1219"  
Bank Details:-  
Account Name: *The Thompson Paradigm Group Sdn Bhd*  
Account Number: *212068-00086916*  
Bank Name: *RHB Bank Berhad*  
Bank Address: *Damansara Jaya Branch, Selangor, Malaysia*  
Swift Code: *RHBBMYKL*

## TERMS & CONDITIONS

### 1. Registration Fee

Fee covers full course documentations, refreshments and lunch. Full payment is required within 5 working days upon receipt of invoice. Seat is confirmed only upon receipt of payment. Delegates will be responsible for their own travel arrangement i.e. transfer, air ticket and accommodation. The Contract is binding and will be enforceable; and that the company or delegate has no basis to claim that any payments required under this contract at any time are improper, disputed and unauthorized in any way. Delegate acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.

### 2. Invoice

To save the environment, The Thompson Paradigm Group Sdn Bhd will only issue e-Invoice and e-Receipt. Upon request, original copy will be presented to delegates at the event.

### 3. Confirmation Details

Please contact the Event Manager at The Thompson Paradigm Group Sdn Bhd should you do not receive a delegate welcome email two weeks prior to the event.

### 4. Copyright

All intellectual property rights in all materials produced or distributed by The Thompson Paradigm Group Sdn Bhd in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution in any matter whatsoever without prior written permission is prohibited.

### 5. Cancellation Policy

All cancellation of registration must be notified in writing. Delegate who request cancellation 45 days before the event will receive 90% refund of registration fee; for cancellation less than 45 days but 30 days before the event will receive 50% refund of registration fee. Delegate who cancels less than 30 days before the event, or who do not attend, are liable to pay the full course fee and not refund can be given. However, a credit voucher will be given to transfer your registration to another event organized by The Thompson Paradigm Group Sdn Bhd. This credit voucher will be valid for one year and it can only be transferred once.

### 6. Disclaimer

The Thompson Paradigm Group Sdn Bhd reserves the right to reschedule or cancel any part of its published program or venue or change date due to unforeseen circumstances and will not accept liability for costs incurred by participants or their organizations for the cancellation of travel arrangements and/or accommodation reservations as a result of the course being cancelled or postponed. Advance notice will be given if there is such change or cancellation. Delegates are recommended to take out travel insurance.



☐ On-site training available upon request