

DRIVING EMPLOYEE ENGAGEMENT & WORKPLACE MOTIVATION



GENTEX[®]
TRAINING CENTER



Introduction

Driving Employee Engagement & Workplace Motivation Training Course helps HR professionals and managers build strategies that keep employees committed, motivated, and productive. Engaged employees contribute more energy, creativity, and loyalty to their organizations. This program combines proven engagement models with practical tools for measuring sentiment, designing recognition systems, and strengthening manager-employee relationships. Furthermore, it addresses common challenges such as low morale, disengagement, and weak recognition practices. Delegates leave with strategies they can apply immediately, from engagement surveys to structured recognition frameworks. As a result, organizations benefit from higher retention, stronger performance, and a more motivated workforce.

Driving Employee Engagement & Workplace Motivation Course Objectives

- Measure engagement using structured employee surveys
- Apply Herzberg's Two-Factor Theory to workplace motivation
- Design recognition and reward programs that reinforce performance
- Use pulse surveys to track engagement trends over time
- Apply Self-Determination Theory to support intrinsic motivation
- Strengthen manager-employee relationships through regular check-ins
- Build action plans based on engagement survey results
- Apply job-crafting techniques to increase role satisfaction
- Design career development pathways that sustain motivation
- Evaluate engagement initiatives using key retention metrics

Course Methodology



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Interactive workshops using real workplace engagement case studies
- Group exercises designing sample recognition programs
- Practical application of engagement survey tools
- Role-play exercises on manager check-in conversations
- Short assessments to reinforce daily learning
- Individual action-planning sessions for workplace application

Who Should Take This Course

- HR professionals responsible for engagement strategy
- Team leaders and managers supporting daily motivation
- Organizational development specialists
- Talent management professionals focused on retention
- Department heads driving culture and morale initiatives
- Professionals transitioning into engagement-focused HR roles

Driving Employee Engagement & Workplace Motivation Course Outlines

Day 1: Foundations of Employee Engagement

- Defining engagement and its impact on performance
- Introduction to Herzberg's Two-Factor Theory
- Measuring engagement through structured surveys
- Identifying drivers of disengagement
- Case study: engagement transformation success stories
- Practical exercise: drafting an engagement survey



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Group discussion on engagement priorities

Day 2: Motivation Theories and Practical Application

- Applying Self-Determination Theory at work
- Balancing intrinsic and extrinsic motivation
- Using job-crafting techniques to boost satisfaction
- Linking motivation to daily task design
- Practical exercise: applying job-crafting principles
- Group review of motivation strategies
- Discussion on sustaining long-term motivation

Day 3: Recognition and Reward Systems

- Designing effective recognition and reward programs
- Linking recognition to performance outcomes
- Using pulse surveys to monitor sentiment
- Building peer-to-peer recognition practices
- Practical exercise: designing a recognition program
- Group feedback on reward system design
- Case study: recognition programs that work

Day 4: Strengthening Manager-Employee Relationships

- Conducting effective regular check-ins
- Building trust through consistent communication
- Applying active listening in engagement conversations
- Addressing disengagement through coaching



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Role-play: conducting a check-in conversation
- Group discussion on manager engagement practices
- Practical exercise: check-in conversation planning

Day 5: Sustaining Engagement and Measuring Impact

- Building career development pathways
- Creating action plans from survey results
- Measuring engagement using retention metrics
- Aligning engagement initiatives with business goals
- Sustaining motivation across departments
- Action-planning for post-course application
- Final review and course wrap-up

Conclusion

By successfully completing Driving Employee Engagement & Workplace Motivation Training Course, participants will have acquired practical tools for measuring engagement, designing recognition programs, and applying motivation theories. Furthermore, delegates will understand how to apply Herzberg's Two-Factor Theory, Self-Determination Theory, and structured check-ins to strengthen workplace motivation. As a result, they will be better equipped to build engaged, committed teams. Gentex Training Center designed this course to help organizations sustain higher levels of employee engagement.

FAQs





Q1 What is the "Driving Employee Engagement & Workplace Motivation" course about?

This course covers engagement measurement, motivation theories, recognition programs, and manager-employee relationship building. Participants learn practical strategies for keeping employees motivated, committed, and productive across teams and departments.

Q2 What are the key benefits of the "Driving Employee Engagement & Workplace Motivation" course?

Participants gain stronger engagement measurement skills, improved recognition practices, and reliable motivation strategies. Furthermore, organizations benefit from higher retention, improved performance, and a more committed, energized workforce.

Q3 What skills will I gain from the "Driving Employee Engagement & Workplace Motivation" course?

Delegates develop engagement measurement, motivation strategy design, recognition program design, and relationship-building skills. These four core competencies help professionals build workplaces where employees stay motivated and committed to their roles.

Q4 What tools, methods, or standards are covered in the "Driving Employee Engagement & Workplace Motivation" course?

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



The course covers Herzberg's Two-Factor Theory, Self-Determination Theory, pulse surveys, and job-crafting techniques, giving participants evidence-based, practical frameworks for building and sustaining employee engagement and motivation.

Q5 How is the "Driving Employee Engagement & Workplace Motivation" course applied in real-world practice?

Participants apply engagement surveys to identify gaps, design recognition programs that reinforce performance, and conduct structured check-ins with employees, directly improving motivation, trust, and retention in daily workplace settings.

