

EMPLOYEE ENGAGEMENT AND MOTIVATION



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Introduction

Employee Engagement and Motivation Training Course helps HR professionals and managers understand what truly drives employee commitment and energy at work. Engaged employees perform better, stay longer, and contribute positively to team morale. This program combines established motivation theories with practical tools for measuring engagement, designing meaningful work, and building supportive leadership practices. Furthermore, it addresses common challenges such as disengagement, unclear expectations, and inconsistent recognition. Delegates leave with methods they can apply immediately, from engagement diagnostics to structured motivation strategies. As a result, organizations benefit from stronger performance, lower turnover, and a more energized workforce.

Employee Engagement and Motivation Course Objectives

- Diagnose engagement levels using structured survey tools
- Apply Maslow's Hierarchy of Needs to workplace motivation
- Use the Job Characteristics Model to design meaningful roles
- Build recognition practices that reinforce positive performance
- Apply intrinsic and extrinsic motivation strategies effectively
- Strengthen manager support through coaching conversations
- Use goal-setting theory to align individual and team objectives
- Identify and address common sources of workplace disengagement
- Build employee value propositions that support retention
- Create sustainable engagement action plans

Course Methodology



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- Interactive workshops using real workplace engagement case studies
- Group exercises applying motivation theory frameworks
- Practical application of engagement diagnostic tools
- Role-play exercises on coaching conversations
- Short assessments to reinforce daily learning
- Individual action-planning sessions for workplace application

Who Should Take This Course

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

Employee Engagement and Motivation Course Outlines

Day 1: Understanding Engagement and Motivation

- Defining engagement and its link to performance
- Introduction to Maslow's Hierarchy of Needs
- Measuring engagement through diagnostic surveys
- Identifying common drivers of disengagement
- Case study: engagement improvement success stories
- Practical exercise: conducting an engagement diagnostic
- Group discussion on engagement priorities





Day 2: Designing Meaningful Work

- Applying the Job Characteristics Model
- Increasing task variety and skill use
- Building autonomy into daily roles
- Connecting individual work to organizational purpose
- Practical exercise: redesigning a sample job role
- Group review of job design changes
- Discussion on sustaining meaningful work

Day 3: Recognition and Motivation Strategies

- Applying intrinsic and extrinsic motivation approaches
- Designing effective recognition practices
- Linking recognition to performance and growth
- Building peer recognition programs
- Practical exercise: designing a recognition plan
- Group feedback on motivation strategies
- Case study: recognition programs that work

Day 4: Manager Support and Coaching

- Strengthening manager-employee relationships
- Applying coaching conversations to boost motivation
- Using goal-setting theory to align expectations
- Addressing disengagement through supportive dialogue
- Role-play: conducting a coaching conversation

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- Group discussion on manager engagement practices
- Practical exercise: coaching conversation planning

Day 5: Sustaining Engagement Over Time

- Building employee value propositions
- Creating long-term engagement action plans
- Aligning engagement with organizational goals
- Measuring engagement using retention indicators
- Sustaining motivation across teams and departments
- Action-planning for post-course application
- Final review and course wrap-up

Conclusion

By successfully completing Employee Engagement and Motivation Training Course, participants will have acquired practical tools for diagnosing engagement, designing meaningful roles, and applying motivation theories. Furthermore, delegates will understand how to apply the Job Characteristics Model, goal-setting theory, and structured coaching conversations to strengthen workplace motivation. As a result, they will be better equipped to build committed, energized teams. Gentex Training Center designed this course to help organizations sustain higher levels of employee engagement.

FAQs





Q1 What is the "Employee Engagement and Motivation" course about?

This course covers engagement diagnostics, motivation theories, job design, and coaching strategies for building committed teams. Participants learn practical methods for understanding what drives employee performance, satisfaction, and long-term commitment at work.

Q2 What are the key benefits of the "Employee Engagement and Motivation" course?

Participants gain stronger engagement diagnostic skills, improved job design practices, and reliable motivation strategies. Furthermore, organizations benefit from lower turnover, stronger performance, and a more energized, committed workforce across teams.

Q3 What skills will I gain from the "Employee Engagement and Motivation" course?

Delegates develop engagement diagnostics, job design, recognition strategy, and coaching skills. These four core competencies help professionals build workplaces where employees stay motivated, satisfied, and committed to their roles.

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

The course covers Maslow's Hierarchy of Needs, the Job Characteristics Model, goal-setting theory, and structured recognition frameworks, giving participants evidence-based, practical tools for building and sustaining employee motivation.

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

Participants apply engagement diagnostics to identify gaps, redesign roles using the Job Characteristics Model, and hold coaching conversations with employees, directly improving motivation, satisfaction, and retention in daily workplace settings.

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