

**ENGAGING AND
INSPIRING TEAMS**



GENTEX[®]
TRAINING CENTER



Introduction

Engaging and Inspiring Teams addresses the difference between people who comply with instructions and people who commit to them. Engagement is not a mood or a slogan; it comes from clear purpose, fair treatment, real autonomy, and visible progress. This Engaging and Inspiring Teams Training Course develops the leadership practices that produce that commitment. Participants examine motivation theory, psychological safety, team development, recognition, and communication that builds belief in the work. Furthermore, the course covers trust-building, feedback, coaching, and how leaders handle low morale or disengagement. It also addresses purpose, meaning, and leading teams through pressure. As a result, participants leave able to build teams that care about the outcome, not just the task.

Engaging and Inspiring Teams Course Objectives

- Apply motivation theory, including Herzberg's two-factor theory and self-determination theory, to team leadership.
- Build psychological safety so people speak up, take risks, and admit mistakes.
- Develop teams through Tuckman's stages of group development.
- Set clear purpose and goals with SMART objectives and visible progress measures.
- Communicate with impact using the pyramid principle and structured storytelling.
- Recognise and reward contribution fairly and meaningfully.
- Coach team members with the GROW model.
- Deliver feedback with the SBI model, including on disengagement.
- Build trust and credibility using the trust equation.
- Diagnose and address low morale, burnout, and disengagement signals early.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops on real engagement challenges.
- Role-play of motivation, coaching, recognition, and difficult conversations.
- Case studies of high-engagement and disengaged teams.
- Group exercises on purpose statements and recognition schemes.
- Self-assessment of leadership behaviours and engagement habits.
- Action planning that converts each technique into a daily leadership practice.

Who Should Take This Course

- Team leaders, supervisors, and managers.
- Mid-level managers and department heads.
- Project and program managers.
- HR and organizational development professionals.
- Change and transformation leads.
- Professionals leading remote or hybrid teams.

Engaging and Inspiring Teams Course Outlines

Day 1: Foundations of Engagement and Inspiration

- Defining engagement: emotional, cognitive, and behavioural commitment.
- Understanding what engagement is not: perks, slogans, and pressure.
- Reviewing engagement drivers: purpose, autonomy, mastery, and belonging.
- Applying Herzberg's two-factor theory to workplace motivation.
- Using self-determination theory for autonomy, competence, and relatedness.
- Assessing your team's engagement baseline honestly.



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- Identifying the strongest and weakest engagement drivers in your team.

Day 2: Purpose, Meaning, and Communication

- Crafting a clear team purpose that connects to organisational mission.
- Translating strategy into work the team finds meaningful.
- Communicating with impact using the pyramid principle.
- Using storytelling to make progress and purpose vivid.
- Running team meetings that build belief, not just information.
- Celebrating progress and connecting daily work to outcomes.
- Writing a team purpose statement with your team.

Day 3: Trust, Safety, and Team Climate

- Building trust using the trust equation: credibility, reliability, intimacy, self-orientation.
- Applying Edmondson's psychological safety framework.
- Developing teams through Tuckman's stages.
- Creating fairness, consistency, and clear expectations.
- Reducing fear of blame after mistakes and near-misses.
- Building connection in remote and hybrid teams.
- Diagnosing your team's climate in a live exercise.

Day 4: Recognition, Coaching, and Growth

- Designing recognition that fits the individual, not just the group.
- Applying the GROW model to development conversations.
- Delivering feedback with the SBI model.
- Supporting career growth and stretch assignments.



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- Building mastery through coaching and skill development.
- Creating development plans that people own.
- Practising coaching and recognition conversations in role-play.

Day 5: Sustaining Engagement Under Pressure

- Recognizing early signals of disengagement and burnout.
- Running engagement conversations with concern, not judgement.
- Handling morale drops during change and uncertainty.
- Leading change with Kotter's early steps and ADKAR awareness.
- Sustaining engagement through routines, rituals, and follow-up.
- Measuring engagement with practical indicators and open dialogue.
- Finalizing a personal engagement and inspiration action plan.

Conclusion

By successfully completing Engaging and Inspiring Teams, participants will have acquired practical knowledge of motivation, purpose, trust, psychological safety, recognition, coaching, and managing engagement under pressure. They will have gained skills in engagement diagnosis and improvement, motivation and recognition practice, psychological safety and trust building, and coaching and development conversations, plus a personal action plan. Gentex Training Center designed this program to help leaders build teams that commit rather than merely comply.

FAQs





Q1 What is the "Engaging and Inspiring Teams" course about?

It teaches leaders how to create genuine commitment in their teams. Participants study motivation theory, purpose and meaning, trust and psychological safety, recognition, coaching, feedback, and how to sustain engagement during pressure and change.

Q2 What are the key benefits of the "Engaging and Inspiring Teams" course?

Participants gain higher team commitment, stronger initiative, and lower voluntary turnover. Teams also recover more quickly from setbacks, voice problems earlier, and connect daily tasks to meaningful outcomes instead of working to instruction only.

Q3 What skills will I gain from the "Engaging and Inspiring Teams" course?

You will develop four core skills: engagement diagnosis and improvement, motivation and recognition practice, psychological safety and trust building, and coaching and development conversations.

Q4 What tools, methods, or standards are covered in the "Engaging and Inspiring Teams" course?

The course covers Herzberg's two-factor theory, self-determination theory, the trust equation, Edmondson's psychological safety framework, Tuckman's stages of group development, the pyramid principle, storytelling structures, SMART goals, the GROW coaching model, the SBI feedback model, Kotter's early change steps with ADKAR awareness, and practical engagement indicators.



Q5 How is the "Engaging and Inspiring Teams" course applied in real-world practice?

Participants apply the methods to live leadership tasks, such as writing a team purpose statement, redesigning a team meeting, planning recognition for an individual, coaching a disengaged team member, and running an engagement conversation after a setback. Each module ends with an action commitment, so learning transfers directly into daily leadership.