

MEASURING AND DEVELOPING THE SATISFACTION OF GOVERNMENT SECTOR EMPLOYEES



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Introduction

The Measuring and Developing the Satisfaction of Government Sector Employees Training Course gives public sector professionals the tools to assess, analyse, and improve employee satisfaction across government entities. Satisfied employees deliver better public services, stay longer, and support institutional goals. This course explains how to design reliable satisfaction surveys, calculate engagement indices, and interpret results using proven measurement models. Furthermore, participants learn to build action plans that address root causes rather than symptoms. Through practical exercises and government case studies, learners gain the ability to turn survey data into measurable improvements. As a result, participants leave prepared to strengthen workplace culture and raise performance across their organisations.

Measuring and Developing the Satisfaction of Government Sector Employees Course Objectives

- Explain the drivers of employee satisfaction and engagement in public institutions
- Design valid satisfaction surveys using Likert scale and questionnaire best practices
- Apply established models such as Herzberg's Two-Factor Theory and the Gallup Q12
- Calculate satisfaction indices, engagement scores, and Employee Net Promoter Score (eNPS)
- Analyse survey data using descriptive statistics and correlation methods
- Identify root causes of dissatisfaction through focus groups and exit interviews
- Benchmark results against government sector standards and previous survey cycles
- Develop targeted action plans linked to key performance indicators (KPIs)
- Communicate survey findings clearly to leadership and employees
- Monitor improvement initiatives using continuous feedback and pulse surveys



Course Methodology

- Interactive lectures on satisfaction measurement models and frameworks
- Practical workshops on designing and testing survey questionnaires
- Hands-on data analysis exercises using survey results
- Case studies from government and public sector organisations
- Group discussions on action planning and change management
- Continuous assessment through scenario-based activities

Who Should Take This Course

- Human resources managers and specialists in government entities
- Employee engagement and organisational development officers
- Performance management and institutional excellence staff
- Internal communication and employee relations professionals
- Strategic planning officers in public institutions
- Team leaders and department heads in the government sector

Measuring and Developing the Satisfaction of Government Sector Employees Course Outlines

Day 1: Foundations of Employee Satisfaction

- Concepts of satisfaction, engagement, and motivation
- Drivers of satisfaction in public institutions
- Herzberg's Two-Factor Theory explained
- Maslow's hierarchy applied to the workplace

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- Links between satisfaction, retention, and service quality
- Organisational culture and its influence on morale
- Common measurement mistakes to avoid

Day 2: Designing Satisfaction Surveys

- Survey planning and objective setting
- Writing clear, unbiased survey questions
- Using Likert scales and rating formats
- Ensuring validity, reliability, and confidentiality
- Sampling methods for government workforces
- Pulse surveys versus annual surveys
- Pilot testing and questionnaire refinement

Day 3: Data Collection and Analysis

- Survey distribution channels and response rates
- Calculating satisfaction indices and engagement scores
- Applying Employee Net Promoter Score (eNPS)
- Descriptive statistics and data segmentation
- Correlation analysis between satisfaction drivers
- Identifying trends across departments and grades
- Presenting findings through dashboards and charts

Day 4: Diagnosing Root Causes

- Conducting focus groups and structured interviews
- Analysing exit interview and turnover data



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- Root cause analysis using the 5 Whys and fishbone diagrams
- Interpreting low-scoring areas accurately
- Benchmarking against sector standards
- Distinguishing symptoms from underlying issues
- Case studies on diagnosing dissatisfaction

Day 5: Developing and Sustaining Improvement

- Building action plans linked to survey findings
- Setting measurable KPIs for satisfaction improvement
- Engaging leadership and securing support
- Communicating results transparently to employees
- Change management for workplace improvement
- Monitoring progress through continuous feedback
- Final workshop: designing a satisfaction improvement plan

Conclusion

By successfully completing Measuring and Developing the Satisfaction of Government Sector Employees, participants will have acquired practical skills to design surveys, analyse satisfaction data, diagnose root causes, and build effective improvement plans. Moreover, they will understand recognised measurement models and how to link findings to institutional performance goals. This Training Course, delivered by Gentex Training Center, prepares public sector professionals to strengthen engagement across their organisations. As a result, participants gain lasting knowledge that supports better service delivery and a healthier workplace culture.





FAQs

Q1 What is the "Measuring and Developing the Satisfaction of Government Sector Employees" course about?

This course explains how to measure and improve employee satisfaction in government entities. It covers survey design, data analysis, root cause diagnosis, and action planning, helping participants turn employee feedback into measurable workplace improvements.

Q2 What are the key benefits of the "Measuring and Developing the Satisfaction of Government Sector Employees" course?

Participants learn to collect reliable feedback, identify real problems, and act on them effectively. Additionally, they gain skills that improve retention and service quality, resulting in stronger engagement and better institutional performance.

Q3 What skills will I gain from the "Measuring and Developing the Satisfaction of Government Sector Employees" course?

Participants develop skills in satisfaction survey design, employee data analysis, root cause diagnosis, and engagement action planning. These skills enable professionals to measure workplace sentiment accurately and drive meaningful improvement.



Q4 What tools, methods, or standards are covered in the "Measuring and Developing the Satisfaction of Government Sector Employees" course?

The course covers Herzberg's Two-Factor Theory, the Gallup Q12 framework, Likert scale survey design, Employee Net Promoter Score (eNPS), the 5 Whys, fishbone diagrams, and KPI-based action planning.

Q5 How is the "Measuring and Developing the Satisfaction of Government Sector Employees" course applied in real-world practice?

Participants apply these methods to run satisfaction surveys, analyse departmental results, and launch improvement initiatives within their entities. This helps reduce turnover, improve morale, and strengthen the quality of public services delivered.