



### **Workshop on Employee Engagement and Retention Management**

February 23 – 27, 2026, 1<sup>st</sup> Run: Lagos & Port Harcourt

August 31 – Sept. 4, 2026, 2<sup>nd</sup> Run: Lagos & Abuja

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

**Delivery Mode:** In-person / Live Virtual / Hybrid

**Online course fee:** N300, 000 per Participant

**Available for In-plant Training**

**700 U\$D for foreign  
Participants**

#### **Program overview:**

Employee engagement is a workplace approach resulting in the right conditions for all members of an organization to give in their best each day, committed to their organization's goals and values, motivated to contribute to organizational success, with an enhanced sense of their own well-being. Employee engagement is not just an HR issue; it is primarily a business challenge that modern organizations are increasingly facing today. According to Gallup International the cost of employee disengagement is enormous. As such employee engagement and retention becomes a top priority for modern organizations who want to compete in the market, increase their market share and achieve higher returns on investment. This program is designed for Managers who want to know the secrets of employee engagement, how it leads to improved productivity and customer service and how to encourage employees to go the extra mile.

#### **For whom:**

HR Managers, Line Managers, Supervisors and Other Senior Managers with primary responsibilities for engagement and motivation of their staff for improved organizational productivity

#### **Learning objectives:**

At the end of the course, participants will be able to:

- discuss and explain the value of employee engagement to an organization;
- measure the level of employee engagement in their organization;
- design, carry out and interpret engagement surveys;
- design and implement the requirements for an engagement culture; and
- champion the required change initiatives.

#### **Course outline:**

##### **Day 1: The Case for Employee Engagement**

- Today's business reality, ·
  - what people want
  - employees versus employers' wants
- Defining engagement,
  - Satisfaction versus engagement
- The engagement business case;
  - the Return on Investment (ROI) of engagement
- The Antecedents, Behaviors, Consequences (ABC) model of engagement
  - Why people do what they do, ·Carrots or sticks
- The ABC models
  - Behavior modification, ·The ABC model for behavior modification
  - Antecedents at work, ·the top engagement antecedents - expectations
  - What makes consequences effective, ·

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- Consequences that kill engagement
  - Positive and negative reinforcement
- Organizational tools to communicate expectations

#### Day 2: Building an Engagement Culture

- Things that are important to employees,
  - the drivers of engagement
- The building blocks of an engagement culture
  - Spitzer's eight desires of motivation and engagement
- An employee engagement model
  - Two-way communication,
  - Trust in leadership,
  - Career development,
  - Employees role in success,
  - Shared decision making
  - Career discussion
- Employee gatherings, the role of values in building a culture of engagement

#### Day 3: The ROI of employee engagement

- Employee retention funnel,
- Research data about engagement metrics
- On-Boarding breakeven point, .
- ROI of engagement calculations.

#### Day 4: HR practices for engagement.

- The talent war and the cost of losing it, .
  - Building the employer's brand;
- Factors that improve employee engagement
- Activities that organizations can follow to build engagement
- Building high performance teams: a powerful engagement tool

#### Day 5: Employee engagement initiatives

- The CEO: Chief Engagement Officer,
  - Leadership that ignites passion
- The 'VOICE' framework, managing employee engaging events
- Checklist of employee engagement best practices
  - Employee engagement ideas from A to Z
- Employee engagement surveys
- A suggested framework for designing an effective engagement survey-
  - Fairness,
  - Involvement
  - Well-being
  - Information
  - Degree of engagement

#### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

#### WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250 Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

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## Training Methodology

Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

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