



### KEY COURSE OUTCOMES

Every participant on the A2B Employee Engagement course will:

- Fully understand the definition and scope of employee engagement – and the role it plays in organisational improvement and financial outcomes
- Learn to structure a business case, appreciating the costs and opportunities to the business
- Understand the value in their people – and how it can be harnessed
- Gain proven methods for engaging teams successfully
- Understand how to plan and implement employee engagement initiatives
- Be prepared to overcome challenges which can put your employee engagement programme at risk
- Understand how to measure and evaluate the effectiveness of your activities and their outcomes; and communicate this effectively at board level
- Gain access to contacts to support you throughout the process in your business

#### The Solution for...

- ◆ Accelerating growth and profitability in a competitive economy
- ◆ Understanding Employee Engagement and creating a programme on a sound commercial basis
- ◆ Harnessing the latent talent in labour-intensive workforces

#### Who should attend?

- ◆ C-level Executives, Directors and HR Managers looking to understand Employee Engagement in an applied business context
- ◆ HR Managers and Line Managers looking to deploy an Employee Engagement Strategy
- ◆ Aspiring HR and organisational leaders



## WHAT WE DID FOR: TFL ASSET DEVELOPMENT



Asset Development is a growing team of 100+ project management and commercial enablement professionals in Transport for London, working on 40+ construction, access or development projects across and around the underground network at any one time.

The team has won Employee Engagement awards and accolades in 2014 and 2015 and is nominated for the UK Rail Industry Awards 2016 for its Business Improvement Teams (BITS), conceived and delivered by A2B Excellence.

An improvement programme of over 20 activities, BITS empowers staff to contribute to challenges well beyond their day jobs or pay grades. They get the space and time to deliver real results in group sessions, harnessing the latent expertise and commitment of the whole team.

It has generated high-value business outcomes across management reporting, documentation, financial discipline and many more; and in annual surveys, Asset Development outperforms the rest of the business in employee satisfaction by a huge 11%. The team are aligned, committed and have discovered skills which will stay with them for the rest of their careers.

*“Asset Development is a busy team, and the demands placed on us are only going to increase. We realised that improving engagement and alignment would be by far the most cost-effective way of meeting demand. Instead of recruiting or moving people around, we’re uncovering latent skills and giving our people the freedom to excel while still having a clear idea of objectives each month.”*

**Mark Henn**  
Head of Department  
TfL Asset Development

## COURSE OUTLINE

### Introduction to Employee Engagement

- ◆ Definition and scope
- ◆ Why employee engagement is critical to your businesses success
- ◆ How to align engagement to achieve the needs of the business

### Why Employee Engagement?

- ◆ Employee Motivation
- ◆ Connecting your employees to the Vision and Purpose
- ◆ Adapting your implementation style to meet the needs of the employees

### Establishing a Strategy

- ◆ Get Employee Engagement on the executive agenda
- ◆ Developing organisational engagement
- ◆ Building in incisive questions to support the learning process

### Tactical Primer

- ◆ The qualities of a successful implementation
- ◆ Understanding your employees and how to improve "the day-to-day"
- ◆ Value your people, value their views
- ◆ Engagement drivers and what they achieve
- ◆ "Allow those closest to the end to have input at the beginning"
- ◆ How to encourage your team to maximise their contribution to the business
- ◆ Recognition and Promotion

### Avoiding Risks and Pitfalls

- ◆ The make-up and structure of groups
- ◆ Anticipating and overcoming trainee problems
- ◆ Handling difficult cases

### Demonstrating Value

- ◆ Identifying and valuing outcomes
- ◆ Measurement

## THE LONG GAME: WHY YOU NEED EMPLOYEE ENGAGEMENT

A2B Excellence focuses exclusively on maximising business outcomes. Employee Engagement is in our toolkit because it represents a powerful long-term tool for competitiveness; creating not just productivity and profitability, but also:

- **Job satisfaction:** where employees become not just more productive, but ambassadors for your business and its strategies.
- **Retention:** where employees are loyal and stay longer, reducing your recruitment costs and maintaining your in-house skills base.
- **Innovation:** where passionate employees bring their "A-game" to the workplace, sparking innovative approaches from grass-roots level.

## WHY A2B EXCELLENCE?

The A2B Excellence team is uniquely qualified to deliver your Employee Engagement course:

- ☑ An award-winning team, including recognition from CIPD for training and L&D; and two consecutive international awards for employee engagement delivery
- ☑ A strong track record in public and private sectors, with over 30 years of facilitation experience
- ☑ Devoted to applying training to real business problems: we build high-performance teams, develop change plans and communicate down the cascade to ensure demonstrable business outcomes. Our work has been independently validated, saving thousands of man-days and millions of pounds
- ☑ A people-focused approach including a full toolkit (applied psychometrics, software tools etc.)
- ☑ The ability to resource your needs, from a one-day course to a transformational change programme with full consultancy support