



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Employee Engagement Strategies

Custom Courses / Administration and Secretarial

Unit Standard AATICD-0028 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips managers and HR professionals with the skills to design and implement effective employee engagement strategies that foster a motivated, committed, and high-performing workforce. Participants will learn to diagnose engagement levels, identify key drivers, and apply evidence-based interventions to improve organisational culture and productivity.

Category	Custom Courses
Subfield	Administration and Secretarial
Unit Standard	AATICD-0028
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the key factors that influence employee engagement in a South African workplace context.
- Evaluate current engagement levels using diagnostic tools and employee feedback mechanisms.
- Design a customised employee engagement strategy aligned with organisational goals and culture.
- Implement engagement initiatives that address recognition, development, communication, and well-being.
- Monitor and measure the impact of engagement strategies on retention, productivity, and job satisfaction.

WHO SHOULD ATTEND

- Managers, team leaders, HR practitioners, and anyone responsible for improving employee morale, retention, and performance within their organisation.

COURSE OUTLINE

Day 1: Foundations of Employee Engagement

- What is employee engagement?
- Engagement vs satisfaction vs motivation
- Key drivers: autonomy, mastery, purpose
- The business case for engagement
- The role of leadership and management
- Introduction to engagement models (e.g., Gallup Q12, Aon Hewitt)
- Engagement and organisational culture
- Self-assessment: current engagement level

Day 2: Measuring and Analysing Engagement

- Types of engagement measurement tools
- Designing surveys: question types, frequency, anonymity
- Quantitative metrics: eNPS, engagement score, benchmark comparisons
- Qualitative methods: focus groups, interviews, suggestion boxes
- Data analysis: identifying hotspots and coldspots
- Reporting and visualising engagement data
- Linking engagement to performance indicators
- Case study: analysing a sample dataset

Day 3: Engagement Strategies and Interventions

- Strategic alignment: linking engagement to business goals
- Recognition and reward: non-monetary vs monetary
- Internal communication: town halls, newsletters, intranet
- Career development: training, mentorship, career paths
- Well-being programmes: EAP, flexible work, wellness initiatives
- Inclusion and diversity as engagement drivers
- Change management and engagement during transitions
- Case studies of successful interventions

Day 4: Implementing and Sustaining Engagement

- Implementation roadmap: pilot, rollout, scale
- Manager training: coaching, feedback, recognition skills
- Employee involvement: engagement champions, committees
- Communication plan for engagement initiatives
- Tracking progress: dashboards and regular check-ins
- Addressing engagement barriers and resistance
- Continuous improvement: PDSA cycles
- Case study: sustaining engagement in a large organisation

Day 5: Integration, Evaluation, and Future Trends

- Embedding engagement in talent management lifecycle
- Measuring ROI: cost-benefit analysis of engagement interventions
- Future trends: hybrid work, digital engagement, generational differences
- Ethical considerations in engagement data use
- Capstone project: design a comprehensive engagement strategy

- Peer review and feedback on projects
- Personal action plan for continuous learning
- Course wrap-up and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0028) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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