

MERCER PUBLIC WORKSHOP

美世公开研讨会

直指绩效的员工敬业度调查与实施

员工敬业度是近年来日益被重视的企业管理话题，随着经济环境迅速变化和市场竞争日益激烈，越来越多的企业意识到，拥有一批敬业的人才是企业最根本的竞争优势。因此，激励员工全身心投入工作，提升员工敬业度，营造深入人心的员工体验成为企业的关注焦点之一。那么，员工敬业度的驱动因素有哪些？这些因素和员工敬业度的关系究竟如何？如何改进管理，激发这些因素对员工敬业的驱动作用？在实际操作过程中，提升员工敬业度应该采取哪些关键行动？企业在哪些方面投入，才能真正提升员工敬业度，从而达成更高绩效呢？

美世为期1天的研讨会，将帮助学员学习和理解员工敬业度调研的理论基础和设计原理；探讨如何更加有效地设计、实施和跟进敬业度调研项目，使得敬业度提升与企业绩效更加紧密地结合起来。在学习形式上，将采用美世复合式教学模式，线下线上学习相结合，有效强化巩固学习效果。

课程概述

走进员工敬业度 - 理解敬业度内涵及影响敬业度的关键因素

- 什么是员工敬业度
- 员工敬业度对企业绩效的影响
- 员工的核心需求与绩效驱动
- 衡量员工敬业度和绩效的关键指标
- 敬业驱动因素
- 敬业度的问卷设计逻辑与意义
- 敬业度调研的方法论及美世敬业度模型

实施员工敬业度-敬业度调研设计，实施及后续跟进的方法和实践

- 调研设计阶段
 - 如何把握问卷问题，确保满足企业的关注点
- 实施阶段
 - 准备和实施步骤
 - 工作重点、常见问题和挑战
- 结果分析阶段
 - 如何确保报告的适用性
 - 如何解读报告

研讨会信息

时间地点：

北京
8月8日

上海
6月6日

深圳
10月19日

费用：

RMB 5,800 (含6%增值税)

联络

美世学习与发展热线电话

电话：400 600 5599

电邮：

learning.china@mercer.com

- 如何沟通报告
 - 注意点、常见问题和挑战
- 后续跟进阶段
 - HR 如何设计跟进计划
 - HR 如何把握角色从而提供有效的支持
 - 管理者的角色和职责
 - 常用管理者行动指南和工具
- 实践分享
 - 探讨企业敬业度最佳实践

学员收获

- 了解员工敬业度的理论基础和设计原理
- 对敬业驱动因素和员工核心需求有更深入的了解
- 对员工敬业度从设计、实施到跟进有全面的了解
- 了解 HR 在员工敬业度中的角色定位和工作重点
- 了解有效的敬业度跟进措施
- 建立意识，帮助企业将提升敬业度与企业绩效更加紧密地结合

目标学员

负责员工敬业度项目，或需要系统学习了解员工敬业度的人力资源专业人士

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PERFORMANCE-CENTERED EMPLOYEE ENGAGEMENT SURVEY AND IMPLEMENTATION

Employee engagement has been a top concern for CEOs in recently years. With the rapid economic environment change and the increasing market competition, more and more organizations realize that highly engaged talents are their core competitive advantage. What are the key drivers of employee engagement? How are they related to employee engagement? How to manage these key factors? What actions should be taken to improve employee engagement? Where should organizations invest to most efficiently enhance employee engagement and achieve better business performance?

Mercer's one-day workshop will help trainees understand the framework of employee engagement survey design; we will discuss how to design, implement and follow up engagement survey program in a more efficient way, so that engagement is closely linked with business performance. In the form of learning, Mercer's combined teaching model (online learning and in class learning) will help better understand the concepts and practices.

TOPICS COVERED

About Employee Engagement—Understand Engagement and Key Drivers of Engagement

- What is employee engagement
- Engagement's impact on business performance
- Employees' core needs and performance drivers
- Key indicators of measuring engagement and performance
- Engagement drivers
- Questionnaire design framework
- The methodology of the engagement survey and Mercer's engagement model

Employee Engagement Implementation—Design, Implementation and Follow-up Survey Design

- Measure what matters
- Implementation
 - Preparation and survey launch

WORKSHOP INFORMATION

Time and Place:

Beijing

Aug 8

Shanghai

Jun 6

Shenzhen

Oct 19

Price:

RMB 5,800(including 6% added-value tax)

CONTACT

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- Key points, frequently asked questions and challenges
- Data analysis
 - report applicability
 - report interpretation
 - report communication
 - focused areas, frequently asked questions and challenges
- Follow-up
 - How to design the follow-up plan
 - What role should HRs play
 - Managers' role and responsibility
 - action plan guide and tools
- Best Practice share
 - Best practice discussion

BENEFITS TO PARTICIPANTS

- Understand employee engagement and its framework
- Understand engagement key drivers and employees' core needs at work
- Understand the holistic process of an employee engagement program
- Understand HR's role and focused areas in an engagement program
- Understand the effective follow-up actions
- Build awareness and help organizations link engagement with business performance

TARGET PARTICIPANTS

HR professionals who lead the employee engagement program or have interests in understanding employee engagement systematically

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