

## Certificate Program Outline

This is an outline for the 40 hour Employee Engagement Specialist Certificate Program. The program is made up of ten 4-hour sessions delivered monthly. Each session will include pre-work and assignments and participants will be provided tools for creating an engaged culture in their organization. Additionally, we will provide coaching on-demand as needed.

### *Introduction to Certification Process and the Ten Sessions*

Session	Topic	Date
1	Engagement at Your Organization	6/21/13
2	Assessing and Acting - Your Engagement Baseline	7/19/13
<i>Note that there is no session in August</i>		
3	Creating your Employment Value Proposition	9/20/13
4	Leading / Managing Change and Your First-line Leader	10/18/13
5	Communication Protocol and Innovation	11/15/13
6	Generation Y in the Workplace <i>Note that the December session is on the 2<sup>nd</sup> Friday, not the 3<sup>rd</sup></i>	12/13/13
7	Motivation and High Performance	1/17/14
8	Develop Feedback Mechanisms and the Balanced Scorecard	2/21/14
9	Effective Reward programs	3/21/14
10	Finding and Selecting Engaged employees	4/18/14

### **Contact Information**

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***Objectives of the Employee Engagement Specialist Certification***

As a result of completing the Employee Engagement Specialist Certification, participants will:

- Be able to define engagement and discuss its benefits with members of senior leadership
- Recognize and apply the key components of an engagement survey
- Develop, communicate, and promote an employment value proposition (EVP)
- Create and implement a communication protocol process
- Manage the requirements necessary to evolve your organizational culture
- Evaluate and help first line leaders support and implement engagement
- Drive key best practices for working with different generations, especially Generation Y
- Identify key motivators for yourself and others in your organization
- Develop feedback mechanisms that support an engaged culture
- Evaluate and update your reward and recognition process
- Identify and apply the behaviors and traits that make employees successful in your organization
- Develop an extensive Engagement Action Plan for creating an engaged culture within your organization

## **Expectations**

### *Our Expectations of You*

- Confidentiality – please respect the information shared by other participants and the facilitators in this program so that we can feel safe relating our engagement and professional experiences
- Participation – the success of this program will depend a great deal upon you. It is essential that you participate fully in the sessions, assignments, and pre-work in order to excel as an Engagement specialist. Share your experiences and opinions; discuss and challenge each other.
- Application – the program is designed as an iterative process of learn and apply over the ten sessions. Application to your work environment is essential for your success.
- Attendance - in order to receive your certification as an Employee Engagement Specialist, you will need to complete the following:
  - Attend at least 7 of the 10 classroom sessions - we highly encourage that you attend all 10
  - Complete all assignments



Please notify Allan or John if you are unable to attend a particular session

*What are your expectations of others in the class?*

*What are your expectations of the facilitators?*