

# Employee Engagement: Beyond Satisfaction

Jun 16 – 17, 2025

Venue: PIM, Lahore.

Rs. 31,000/=

May 07 – 08, 2025

Venue: PIM, Islamabad.

Rs. 31,000/=

**Note: The Fee is Exclusive of GST.**

## Course Description

The term employee engagement relates to the level of an employee's commitment and connection to an organization. Employee engagement has emerged as a critical driver of business success in today's competitive marketplace. High levels of engagement promote retention of talent, foster customer loyalty and improve organizational performance and stakeholder value.

## LEARNING OUTCOMES

The participants will be able to make linkage between the organizational performance and employee commitment by learning these following support functions and its contribution towards the employee satisfaction.

- Terminology difference; satisfaction, commitment and engagement
- The factors support engagement activities
  - The engagement model
  - The culture
  - The line manager
  - Support systems
  - The HR
- Measuring Employee Engagement
  - Engagement Equation
- How to Initiate Engagement programs?

## WHO MUST ATTEND?

Mangers/ supervisors of different functions

## COURSE CONTENTS:

In This two Days session we will discuss:

- The nature and drivers of employee engagement.
- Why is employee engagement important?
- Behaviors of engaged and disengaged employees
- The roles of HR and management in engaging employees.
- Why an employee needs to feel engaged.
- Guidelines for developing effective employee engagement initiatives and engagement surveys.
- HR practices that can increase engagement.
- Communications opportunities and methods for engaging remote teams

**FOR DETAILS AND REGISTRATION**

**PIM, Karachi:** Management House, Shakra-e-Iran, Clifton, Karachi 75600  
Voice Dir: (+9221) 9925 1718, 9925 1680, E-Mail: [program@pim.com.pk](mailto:program@pim.com.pk)

**PIM, Lahore:** Management House, 70-B/2, Gulberg III, Lahore 54600.  
Voice Dir: (+9242) 9926 3137  
Mobile: 0300-8840880, 0332-4353820 E-Mail: [pimlhe@pim.com.pk](mailto:pimlhe@pim.com.pk)

**PIM, Islamabad:** Plot No. 12-K, Sitara Market, Sector G-7 Markaz, Islamabad  
Voice Dir: (+9251) 9252651 -2, E-Mail: [pimisb@pim.com.pk](mailto:pimisb@pim.com.pk)