Employee experience and engagement

"Creating a holistic approach around engagement which enables workers to have a voice and be their best"

	Level 1 At this level you'll understand	Level 2 At this level you'll understand	Level 3 At this level you'll understand	Level 4 At this level you'll understand
Engagement approaches	Your organisation's approach to employee engagement	Tools and approaches to drive employee engagement	How to design approaches to drive and assess employee engagement across the organisation	How to align engagement approaches to values and strategy to positively impact the organisation and improve the employee experience
Employee voice tools	Your organisation's approaches to listening to employees and other workers e.g. surveys, staff forums, employee networks	The pros and cons of a range of employee voice tools and approaches	How to align and evaluate employee voice tools and approaches and drive forward the outputs	How to horizon scan and identify future trends in employee and wider worker voice, and assess their strategic value
Employee experience	How the relationship an employee has with their manager can positively or negatively impact engagement and culture	How to assess management practices and behaviours and their impact on the employee experience and culture	How to evaluate and improve management practices and behaviours to create a better employee experience and culture	The link between management practices, employee experience, culture and organisation performance and how to drive improvements
Onboarding	Your organisation's onboarding approaches and the importance of a positive experience for engagement	Different elements of onboarding and how to administer them	How to design and implement an integrated onboarding programme	The impact of onboarding on the employer brand and how to drive improvements
Trust	How trust affects the working relationship	Different trust models and how they can be used to improve relationships at work	How to build a culture of trust across the organisation for workers and other stakeholders	How to build a culture of trust and its impact on wider organisation culture, performance and reputation
Employer identity (brand) and EVP	Your organisation's current employer identity (brand) and employee value proposition (EVP) and its significance for employee experience	How to assess employee perception of employer identity (brand) and EVP and different ways to enhance these to improve employee experience	How to align organisation identity (brand) with employer identity, values and EVP	How to create a unique employer identity / offer (brand) aligned to culture, mission and values

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People policy	People policies that impact the worker experience in your organisation	How to review the impact of people policies on the worker experience	How to shape people policy frameworks that positively impact the worker experience	How to integrate worker experience into wider policy frameworks
Communication	Communications channels in your organisation	How to use and assess the effectiveness of different communications channels and approaches	How to design and implement communication plans which positively impact the worker experience	How to assess the impact of strategic communications on the worker experience and their alignment with organisation strategy and values
Recognition	Different approaches to recognition i.e. formal, informal and the tools used for recognition in your organisation (e.g. Civil Service and departmental excellence awards, L&D opportunities) and their value in employee engagement	How recognition can impact employee engagement and performance	How to review and design approaches to recognition to improve employee engagement and impact organisation performance	How to review the impact of recognition approaches on organisation performance and employee engagement to inform HR strategy