

Increasing Employee Engagement

Gold level

Summary

At Customer Psychology we believe that all organisations should have the best possible experiences for their customers. Our research and experience shows us that more engaged staff lead to more engaged customers.

The Maximising Employee Engagement programme is designed to provide you with what you need to understand what drives engagement and how to maximise it in your organisation by utilising the unique strengths of your leadership style.

Contents

The course is divided into two sections.

Part 1:

- An introduction to being customer centric
- How employee engagement increases performance
- An introduction the Customer Psychology COGS engagement model.
- Practical tips for applying each of the COGS levers to increasing engagement.
- Leadership styles questionnaire and exclusive Leadership Styles Report.
- Action Planning.

Part 2:

- Fieldwork Review.
- Leadership Style and Engagement.
- Customer Psychology COGS engagement model in depth.
- How engaged employees make or break SMEs.
- Strategic actions to apply the COGS model.
- Maintaining Momentum.

How to access it

The Gold package costs £99

Simply drop us an [email](#) and we will send you payment details. You can buy in confidence, knowing that you're covered by our 100% satisfaction guarantee.



Small print

The license covers one user for one year from the day that you receive your login details. You're free to access the course as often as you like and you will receive any updates to the course.

The 100% satisfaction guarantee allows you to cancel your license within seven days of receiving your login details.

