



The Workforce

Business leaders rate employee retention and engagement as the No. 2 issue for business success, second only to global leadership. Gallup's research shows that only 13% of all employees are highly engaged, and 26% are actively disengaged. Some 80% of organizations believe their employees are overwhelmed with information and activity at work, yet fewer than 8% have programs to deal with the issue.

The employee work contract has changed. People are operating more like free agents than in the past. The balance of power has shifted from employer to employee, forcing business leaders to learn to build an organization that engages employees as sensitive, passionate, and creative contributors. Deloitte calls this shift from improving employee engagement to a focus on building an irresistible organization. This module on the workforce explores how to build an irresistible organization.

This module is designed for managers and junior executives seeking to transition to an organizational leader at the director, chief, vice president, or president levels.

Outcomes

1. Understand the importance of workforce engagement in an organization.
2. Appreciate the principles of effective workforce engagement.
3. Implement strategies for workforce engagement.
4. Apply the principles to build an irresistible organization.

Recommended Learners

Higher Education

- Undergraduate students
- Graduate students

Business, Industry, Nonprofits, & Agencies

- Managers
- Executives
- Business Owners
- Entrepreneurs

Video: Simon Sinek: How Great Leaders Inspire Action – Start With “Why”

Simon Sinek presents a simple but powerful model for how leaders inspire action, starting with a golden circle and the question “Why?” His examples include Apple, Martin Luther King, and the Wright brothers — and as a counterpoint Tivo, which (until a recent court victory that tripled its stock price) appeared to be struggling.



An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

Higher Education

- ✓ Include the module in an undergraduate course on leadership.
- ✓ Use to develop new or emerging organizational leaders.
- ✓ As an education module within a graduate program that includes leadership.

Business, Industry, Nonprofits, & Agencies

- ✓ Use to transition from senior manager to organization leader.
- ✓ Develop newly selected senior leaders.
- ✓ Develop continuous quality improvement skills and abilities.

Pricing

Module is Approximately 4-6 Learner Hours

1-100 Learners per Year

\$49 per Learner

101-500 Learners per Year

\$44 per Learner

500+ Learners per Year

\$39 per Learner