

Grow your career.  
Level up for the future.

## Employee Engagement: Practices and Strategies to Maximize Motivation

Advanced leadership, engagement and motivational mindsets, skills and techniques that deliver to your bottom-line.



**Schulich**  
School of Business  
Executive Education

**YORK U**



# Employee Engagement: Practices and Strategies to Maximize Motivation

Advanced leadership, employee engagement and motivational techniques that deliver to your bottom-line – if you direct a growing workforce, it is imperative to develop the leadership skills that exceptional managers use to motivate and engage staff to achieve performance levels that they might not have thought possible.

**Grow your career.**  
**Level up for the future.**



2-day program



Book this program [online](#)



## Employee Engagement: Practices and Strategies to Maximize Motivation

This program teaches managers, directors and vice-presidents how to use leadership techniques that engage employees to contribute more, adapt quickly to everyday change and stress and maintain highly productive working relationships.

You will learn to evaluate various current working relationships with staff and your own bosses, and apply new productivity-building, motivational leadership techniques immediately into your workplace.

Featuring a 30-day post-program application that will help participants put their learning into practice.



2-day program



Book this program [online](#)



# Program Highlight



**2 Days of Study**  
Rich learning in just  
2 days



**Personal Assessment**  
Assess your own level of  
engagement



**Advancing Your Career**  
Achieve extraordinary  
results for your  
organization



**CE Credit**  
14 HRP-CPD hours



Mark Norman

## Program Faculty

Mark is a professional leadership consultant and trainer with extensive experience facilitating teams and relating to the psychology of human dynamics in the workplace. He has led major organizational change initiatives for diverse clients including GM, Sears, General Mills, CN, Domtar, North York Hospital and Concordia University. Mark has facilitated with thousands of people from assembly lines to boardrooms. He currently devotes his efforts to helping leaders and teams rise above the issues that impede creativity, productivity and growth.



**Employee engagement & Strategic Leadership is an exceptional program. I will be able to use the appreciative mindset right away in my workplace. It was extremely challenging, engaging and will provide me with advanced skill sets.**

**T. Aitken**  
Deputy Fire Chief



# Program Content



## Employee Engagement

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- The key drivers of employee engagement
- The critical role of management in employee engagement

## Appreciative Leadership Strategies to Actively Engage Employees and Achieve Outstanding Productivity

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- Managing in the 'real world'
- What it takes to achieve productivity, emotional wellness and resilience: appreciative leadership

## Appreciative Leadership Behaviours for Building a Productive and Resilient Team

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- Appreciative intelligence in re-framing problems as potential solutions
- Appreciative inquiry as a problem-solving technique and way of communicating
- Appreciative leadership provides teams with the energy to manage change.

## Appreciative Communication and Motivation Techniques for High Performance Workplaces

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- Motivation acceptances: how leadership talk affects day-to-day employee behaviour
- Communication strategies that engage staff and impact performance

# Program Content



## Three Types of Leadership Talk, Three Different Impacts

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- Directive talk: Create clarity
- Supportive talk: Build confidence
- Inquisitive talk: Learn, build ownership and accountability

## Strategic Engagement Practices and Self-Management: Building Supportive Work Relationships

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- Integrating appreciative dialogue into areas of everyday management most related to sustaining employee engagement.
- Increasing employee accountability and ownership
- Requesting changes in behaviours
- Managing performance
- Negotiating fair outcomes in conflict situations

**Learning to Appreciate Your Situation and Yourself**

# Participant Profile

- Vice presidents, directors and divisional managers looking to build a culture of engagement
- Experienced managers looking to expand their leadership approach
- New managers and leaders seeking a framework to build their success
- Human resources trainers and organization development specialists looking for strategies to help leaders in their organization
- Senior managers from sales, IT, operations, manufacturing and finance



# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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