

[Developing, Leading and Engaging People]



Lecture Title:

16. [Engaging People: Organisational Strategy]

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Date: 15 September 2025 13.00hrs-17.00hrs



Masters in
Human Resources Management

Learning Objectives

- Critically formulate an organisation strategy and create proposals to achieve Employee Engagement.
- *This requires a blend of vision, employee attitudinal metrics, and actionable plans. A structured approach to critically formulating an organization strategy will include: Analyse the Current State; Set Strategic Objectives; Develop Tactical Plans; Communication Strategy; Monitor and Adjust the strategy.*
- Apply the module learning through group presentations for assessment purposes.



Learning Method

- **Lecture focused on learning objectives and core content** as a key instructional process.
- **Formative assessment through participative learning tools and activities** will be utilised evaluating students' comprehension and academic progress throughout - with respect to understanding and applying HRM concepts.



Formulating an Engagement Strategy: A Critical Approach

- A Framework for Vision, Metrics, and Actionable Plans



Our Goal: Critically Formulating a Strategy

- Content: This presentation will outline a structured, five-step approach to creating a robust employee engagement strategy.
- It will focus on blending organizational vision with employee feedback to create proposals that are both ambitious and achievable.



Step 1 - Analyze the Current State

- Where Are We Now? 
 - **Employee Attitudinal Metrics:** Reviewing existing data from surveys, exit interviews, and focus groups.
 - <https://www.youtube.com/watch?v=sget43yQRo0>
- **Qualitative Feedback:** Gathering insights through one-on-one conversations and open forums.
- **Organizational Health:** Evaluating key performance indicators (KPIs) like turnover rates, absenteeism, and productivity.

Step 2 - Set Strategic Objectives

- Where Do We Want to Go? 
- **Vision-Driven Goals:** Aligning engagement objectives with the company's overall mission and values.
- **SMART Objectives:** Ensuring goals are Specific, Measurable, Achievable, Relevant, and Time-bound.
- **Example:** "Increase employee satisfaction scores by 15% in the next fiscal year."

Step 3 - Develop Tactical Plans

- How Will We Get There? 
 - **Actionable Proposals:** Creating specific, concrete initiatives to meet the strategic objectives.
 - **Examples of Initiatives:** Implementing a new mentorship program, introducing flexible work policies, or creating a peer-to-peer recognition system.
 - **Resource Allocation:** Defining the budget, personnel, and time required for each plan.

Step 4 - Communication Strategy

- Spreading the Word 
 - **Transparency:** Clearly communicating the "**why**" behind the new strategy.
 - **Two-Way Street:** Establishing channels for employees to provide feedback and ask questions.
 - **Consistent Messaging:** Ensuring leadership and managers are aligned and consistently championing the new initiatives.

Step 5 - Monitor and Adjust

- Measuring Our Impact 
 - **Continuous Feedback Loop:** Regularly collecting data and feedback to see what's working and what isn't.
 - **KPIs:** Tracking key metrics (e.g., survey scores, turnover) to measure progress against objectives.
 - **Agile Approach:** Being prepared to pivot or adjust plans based on performance data and employee feedback.

The Critical Formulation Process

- Tying It All Together
- An effective strategy is a blend of vision, data, and action.
- Communication and transparency are non-negotiable.
- Engagement is an ongoing process of analysis and adjustment.



- Together
- Everyone
- Achieves
- More





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GROUPS PRESENTATIONS

ASSESSMENT





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