



Two Day Hands-On Workshop

Engaging Employees In Your CX Journey

Engaged employees create engaged customers, yet organizations continue to leave employees much less than fully engaged. To reap the benefits of this connection, companies must put in place efforts to raise employee engagement (EE). To accelerate this journey...

Get out of your office and immerse yourself in a highly interactive two-day Temkin Group workshop. Learn leading-edge approaches to engaging your employees in your customer experience (CX) journey and get out in real-world venues and apply frameworks that you can use to transform your organization.

Who Should Attend?

This workshop is ideal for executives as well as individual contributors who are responsible for raising employee engagement to support the organization's customer experience strategy. Both CX and HR professionals will benefit from a more practical, disciplined approach to use within their organization.

What Will Attendees Learn?

- **Make the case for EE.** Develop a quantitative and qualitative understanding of how EE is connected to both customer experience success and overall improved business performance by examining Temkin Group's *Employee Engagement Virtuous Cycle*.
- **Develop toolkit for improving EE.** Learn best practices across Temkin Group's *Five I's of Employee Engagement*, including how to build employee listening systems and tap into social media tools.
- **Identify your EE priorities.** Gauge the strengths and weaknesses of your organization's EE efforts using Temkin Group's *Employee Engagement Maturity and Competency Assessment*.
- **Drive change.** Learn how to drive change across your organization with Temkin Group's five practices of *Employee-Engaging Transformation*.

Agenda on Day 1: (Draft)

Time	Content
8:00	Breakfast and Registration
8:30	Welcome and Introductions
9:00	Customer Experience and Employee Engagement Fundamentals Learn and discuss the building blocks of customer experience and how customer experience and employee engagement are connected.

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10:20	Break
10:40	The Five I's of Employee Engagement Presentation and group discussion on the best practices for raising employee engagement.
12:00	Small Group Exercise #1 Small groups discuss their current employee engagement opportunities and challenges and identify their top ideas for applying the Five I's in their organization.
12:45	Lunch
1:30	Small Group Exercise #1 (continued) Large group discussion sharing top ideas identified by small teams
2:00	Small Group Exercise #2 Small groups go to local stores to complete specific goals and then complete an assessment of the employee / customer interaction.
4:00	Prepare Presentations Small groups put together their findings from exercise #2.
5:30	Adjourn
6:30	Dinner Hosted by Temkin Group

Agenda on Day 2: (Draft)

Time	Content
8:00	Breakfast
8:30	Recap and Discussion
9:00	Presentations From Small Group Exercise #2
10:30	Break
10:50	Building Your Employee Listening System Learn about the elements of a good employee listening system to tap into and gain value from employee insights.
12:30	Lunch

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1:30	Driving Organizational Transformation Learn about the five practices of Employee-Engaging Transformation
2:30	Employee Engagement Five I's Assessment Presentation and interactive exercise where group uses and discusses Temkin Group's Employee Engagement Five I's Assessment tool.
3:00	Break
3:15	Employee Engagement Five I's Assessment (continued) Presentation and interactive exercise where group uses and discusses Temkin Group's Employee Engagement Five I's Assessment tool.
4:15	Closing Remarks
4:30	Adjourn