

## Employee Retention Strategies

Investment Studies Center (ISC) @ Union of Investment Companies, is delighted to invite you to a training program on best employee retention strategies, taking into consideration different factors essential for achieving success at work, according to the following details:

يسر مركز دراسات الاستثمار لدى اتحاد شركات الاستثمار الإعلان عن تنظيم برنامج تدريبي حول أفضل الاستراتيجيات في كيفية الحفاظ على الموظفين آخذين بعين الاعتبار عوامل مختلفة تعد أساسية لتحقيق النجاح في العمل، وذلك وفقاً للتفاصيل التالية:

**Training Program:** Employee Retention Strategies البرنامج التدريبي:

**Instructor:** Dr. Arezou Harraf المحاضر:

**Dates:** (Sun. & Mon.) 05<sup>th</sup> & 06<sup>th</sup> May 2024 التاريخ:

**Timing:** 09:00AM - 02:00PM الوقت:

**Language:** English لغة البرنامج:

**Venue:** In-person @ UIC premises المكان:

**Course Details, Registration & Fees in link below** تفاصيل البرنامج، التسجيل والرسوم في الرابط أدناه

<http://unioninvest.org/upcomingevents.aspx>

Registration is open according to availability

**Discounted Fees for UIC Members** KWD 180 الرسوم بعد الخصم لأعضاء الاتحاد

**Non-Members** KWD 220 غير أعضاء الاتحاد

## Employee Retention Strategies

### Introduction:

This two-day training program aims to equip managers with comprehensive strategies and tools to enhance employee retention within their teams. Participants will gain a deep understanding of the factors influencing employee turnover and will develop practical skills to implement effective retention strategies, fostering a positive work environment and increasing overall employee satisfaction.

### Outline:

#### Day 1: Understanding Employee Retention

##### **Module 1: Factors Influencing Employee Retention**

- Overview of key factors affecting retention.
- Case studies and discussions on real-world retention challenges.
- **Hands-On Activity:** Analyzing team dynamics and identifying potential retention risks.

##### **Module 2: Leadership and Employee Loyalty**

- The role of leadership in building trust and loyalty.
- Strategies for effective leadership communication.
- **Hands-On Activity:** Role-playing scenarios to enhance leadership communication skills.

##### **Module 3: Proactive Retention Measures**

- Identifying potential retention challenges before they escalate.
- Developing preventive strategies and action plans.
- **Hands-On Activity:** Group brainstorming session to create proactive retention plans.

## Day 2: Implementing Effective Retention Strategies

### Module 4: Communication for Engagement

- Effective communication strategies to engage and motivate employees.
- Building open channels of communication within teams.
- **Hands-On Activity:** Crafting and delivering a team-building communication plan.

### Module 5: Creating a Positive Work Culture

- The impact of workplace culture on employee satisfaction.
- Strategies for fostering a positive and inclusive culture.
- **Hands-On Activity:** Developing a culture enhancement plan for the team.

### Module 6: Recognizing and Addressing Disengagement

- Identifying signs of employee disengagement.
- Techniques for addressing and mitigating disengagement.
- **Hands-On Activity:** Simulated scenario analysis and problem-solving for disengagement issues.

### Module 7: Personalized Retention Plans

- Creating individualized retention plans for team members.
- Tailoring strategies based on employee needs and preferences.
- **Hands-On Activity:** Drafting personalized retention plans for team members.

### Module 8: Continuous Improvement Through Feedback

- Establishing feedback mechanisms for ongoing improvement.
- Using feedback to adapt and enhance retention strategies.
- **Hands-On Activity:** Conducting feedback sessions and developing improvement action items.

*Note: This training is specifically designed for managers responsible for team leadership and employee retention efforts.*

### Skills Gained:

1. Identify key factors influencing employee retention.
2. Understand the role of leadership in fostering employee loyalty.
3. Implement proactive measures to prevent turnover.
4. Develop effective communication strategies for employee engagement.
5. Cultivate a positive work culture that promotes loyalty.
6. Recognize and address signs of employee disengagement.
7. Create personalized retention plans for team members.
8. Utilize feedback mechanisms to continuously improve retention efforts.

### Target Audience:

1. HR Officers
2. HR Managers
3. Managers
4. Executives

## Expert's Profile: Dr. Arezou Harraf

An experienced educator, Dr. Arezou Harraf holds a Ph.D. in Technology Management and Human Resource Training and Development. She serves as the Head of the Department of Business Studies at Box Hill College Kuwait. She is a Visiting Assistant Professor at the University of Nevada Las Vegas during the summer term. She also serves as an academic advisor for several MBA students at Maastricht University.

Dr. Harraf is the founder and CEO of Learn & Evolve LLC. In this capacity, she helps organizations use strategy, science, and psychology to address workforce challenges such as low performance, productivity, turnover, and retention issues. Moreover, Dr. Harraf is co-founder of Amplify Women Leadership Boot-camp to train women with skills to help them advance to executive positions within their organizations and or become successful venture creators and entrepreneurs. With a focus on the future of technology and HR, she consults with organizations on improving existing in-house technology platforms to enhance features relating to HR and employee needs.

Dr. Harraf is vice-chairperson of the Board of Directors at ABCK-Am-Cham Kuwait, where she also leads the Women in Business and Knowledge Economic focus groups and holds additional memberships in the Academy of Human Resource Development, Academy of Human Resource Management, Chartered Institute of Personnel Development, Academy of Management, Women of Tech in MENA, and Graduate Women in Science.