

# Employee Engagement & Motivation Strategies

13 March 2025 10:00 AM - 13 March 2025 05:30 PM

## Brief Overview:

Employee engagement and motivation are key drivers of business success. This workshop is designed to help managers and HR professionals create a high-performance work culture where employees feel valued, inspired, and committed to organizational goals.

Participants will learn practical strategies to enhance employee engagement, boost motivation, and improve retention—leading to increased productivity and overall business growth.

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## Session content:

- **Understanding Employee Engagement** – Why it matters & how it impacts business
- **Key Drivers of Motivation** – Intrinsic & extrinsic motivation strategies
- **Effective Communication for Engagement** – Building trust & transparency
- **Recognition & Reward Systems** – Making employees feel valued
- **Workplace Culture & Leadership Influence** – Shaping a positive work environment
- **Employee Well-being & Work-Life Balance** – Strategies for sustained motivation
- **Action Plan for Implementation** – Practical steps to take back to the workplace

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## For Whom:

- HR Professionals
- Team Leaders & Managers
- Business Owners & Entrepreneurs
- Senior Executives
- Anyone responsible for employee motivation & engagement

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## Key Takeaways:

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## Facilitator profile:

**Mr K. Parasuraman**

Behavioral and Leadership Trainer, Keynote Speaker and Coach

Director, Samriddhi Leadership Academy Pvt Ltd.

### **Experience:**

- **Director**, Samriddhi Leadership Academy Pvt Ltd (2014 – present)
- **Freelance Soft Skills and Behavioral Trainer** (2011 – 2013)
- **Training Manager**, BharatMatrimony.com (Consim Info Pvt Ltd) (2008 – 2011)
- **Senior Trainer**, Hinduja Global Solutions (2006 – 2008)
- **Trainer**, Sun-I Tech India Pvt Ltd (2004 – 2006)

### **Notable Achievements:**

- Recipient of the "Dronacharya Award" for the best trainer at Hinduja Global Solutions for three successive terms.
- Guest Faculty at Madras Management Association, National Association for Customs, Indirect Taxes and Narcotics (NACIN), and Bharathidasan Institute of Management (BIM), Trichy.
- Regular keynote speaker at Project Management Institute (PMI) South Asia Conference, Business Intelligence Worldwide (BIW) Annual Conference, and SRM Institutions Tamil Nadu.
- Conducted over 2000 sessions and addressed more than 100,000 people, personally coaching over 100 middle and senior-level executives.
- Corporate: BMW, Mahindra Research Valley, Royal Sundaram Insurance, TVS Group, Samsung India Electronics, AG&P Pratham, Powergrid Corporation of India, among others.
- Colleges: Rajalakshmi Engineering College, Bharathidasan Institute of Management, SRM B School, Stella Maris College, and various engineering and management colleges.

### **Fee Details:**

- **Fee Details**
- Member amount : Rs 1500.00- (Including 18%GST)
- Non Member amount : Rs 1750.00- (Including 18%GST)
- Total Member count :