
Workforce Motivation and Energy Management Training Course for HR Managers

4 – 8 October 2027
Amsterdam





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Programme Summary

Workforce motivation and energy management is a five-day training course for HR managers, HR business partners and senior line managers at advanced level, culminating in a motivation and energy action plan for a target workforce group. Many organisations rely on incentives and slogans while workloads rise, meaning fades and capable staff run out of energy. The approach applies motivation science to diagnose what drains and what fuels people, then redesigns work, goals and HR levers accordingly. Mars Training Centre UK delivers this programme in workforce motivation and energy management.

The Business Case

Low motivation rarely appears as a single problem. It surfaces as discretionary effort withheld, rising sick leave, slower delivery and the quiet exit of people the organisation can least afford to lose. Pay alone does not fix it, and poorly designed incentives can crowd out the motivation that remains. HR managers who can diagnose motivation and redesign work give line leaders practical tools that outlast any campaign.

- Discretionary Effort and Productivity: Rise as roles offer autonomy, mastery and visible purpose.
- Absence and Burnout Risk: Fall as excessive demands are balanced with job resources and recovery.
- Regretted Attrition: Declines as motivated high performers find meaning and growth in their roles.

Principles and Evidence Base

- Self-Determination Theory: Its needs for autonomy, competence and relatedness provide the diagnostic lens used in Session 1.
- Job Characteristics Model: Skill variety, task identity, task significance, autonomy and feedback frame the work redesign in Session 2.
- Goal-Setting Theory: Its findings on specific, challenging goals and feedback shape the performance link in Session 3.
- Job Demands-Resources Model: The balance of demands and resources structures energy and burnout prevention in Session 4.

Intended Participants

- HR managers who design reward, recognition and wellbeing practices.
- HR business partners who advise leaders on low morale, high turnover or underperformance.
- Senior line managers responsible for the output of large or hard-pressed teams.
- People leaders steering teams through restructuring or prolonged change.

The programme serves healthcare, government, banking and industrial organisations.



Learning Outcomes

1. Participants will be able to diagnose motivation gaps using self-determination theory.
2. Participants will be able to redesign roles and support job crafting to strengthen intrinsic motivation.
3. Participants will be able to construct goals and feedback routines that connect motivation to performance.
4. Participants will be able to evaluate job demands and resources to identify burnout risk.
5. Participants will be able to prioritise HR levers, including recognition and reward, by their effect on motivation.
6. Participants will be able to justify a motivation and energy action plan to senior management.

Programme Structure

Day 1: Workforce Motivation Science and Diagnosis

What drives and drains motivation in the workforce today?

- Intrinsic and Extrinsic Motivation Compared
- Self-Determination Theory: Autonomy, Competence and Relatedness
- Motivation Diagnostic Interviews and Pulse Questions
- Signs of Disengagement, Withdrawal and Presenteeism
- Motivation Profile of a Target Workforce Group

Day 2: Work Design and Meaningful Work

How can roles be shaped so that the work itself motivates?

- Job Characteristics Model and Motivating Potential
- Job Crafting: Task, Relational and Cognitive
- Connecting Roles to Purpose and Beneficiaries
- Autonomy Within Standardised and Regulated Roles
- Role Redesign Options for Frontline and Specialist Jobs

Day 3: Goals, Feedback and Performance

How does motivation become measurable results?

- Goal-Setting Theory and Stretch Goals
- Progress Visibility and Small Wins
- Feedback Frequency and Quality
- Recognition Practices Beyond Pay
- Incentive Design Risks and Crowding-Out Effects



Day 4: Energy Management and Burnout Prevention

How is workforce energy protected under sustained pressure?

- Job Demands-Resources Model Applied to Teams
- Workload, Recovery and Energy Cycles
- Early Indicators of Burnout and Exhaustion
- Motivating People Through Change and Uncertainty
- Manager Conversations on Energy and Wellbeing

Day 5: Applying Workforce Motivation to an Action Plan

Which interventions will lift motivation and energy, and how will progress be shown?

- Day 1 Motivation Profile Converted Into Priorities
- Day 2 Role Redesign Options Tested With Line Managers
- Day 4 Burnout Indicators Built Into an HR Dashboard
- HR Lever Prioritisation and Sequencing
- Motivation and Energy Action Plan Completion

Methodology

The programme combines case analysis with structured exercises. Participants profile a real workforce group, apply diagnostic tools in pairs and test redesign options against scenarios from hospitals, call centres, field engineering and public services. Each session ends by adding one component to the capstone plan.

- Suggested activity: Diagnosing low motivation among nurses on night shifts using self-determination theory.
- Suggested activity: Redesigning a contact centre role to increase autonomy and feedback.
- Suggested activity: Mapping job demands and resources for a field maintenance team.

Capstone Output

Each participant completes a motivation and energy action plan for a target workforce group. It contains the motivation profile, role redesign options, goal and feedback routines, burnout indicators, prioritised HR levers and a review schedule for use with line managers.

Frequently Asked Questions

Is workforce motivation training suitable for line managers as well as HR managers?

Yes. It is set at advanced level for HR managers, business partners and senior line managers, and assumes experience of managing people or advising those who do.



Which models does workforce motivation and energy management rest on?

It rests on self-determination theory, the job characteristics model, goal-setting theory and the job demands-resources model.

How is the workforce motivation and energy action plan used at work?

You can use it to agree priorities with line managers, secure support for role redesign and track motivation and burnout indicators over time.

How does workforce motivation differ from employee engagement courses?

It focuses on the psychological drivers of motivation, work design and energy, rather than on running engagement surveys and organisation-wide engagement strategy.