
Employee Engagement and Retention

3 – 7 October 2027
Doha





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Employee Engagement and Retention is a one-week senior HR course delivered by Mars Training Centre in London, Amsterdam, Dubai, Cairo, and Jakarta — designed for heads of engagement, employee-experience leaders, and senior HR professionals responsible for keeping critical talent and improving the working experience of the workforce.

For two decades, engagement has been measured everywhere and managed in too few places. Survey scores are produced annually, dashboards circulate, and action plans are written, yet senior leaders frequently report that engagement work feels disconnected from the things employees actually care about. Meanwhile, retention has become a board-level concern as the cost of losing critical employees climbs and the labour market remains tight in skill-scarce sectors.

Across five focused days, you will move from the theory of engagement to the practice of building an engagement and retention agenda that earns its place on the executive committee. The programme is delivered by senior practitioners who have led engagement and experience functions through transformations, mergers, and difficult cycles.

What You Will Learn

- Apply the main academic and practitioner models of engagement and employee experience.
- Design and run a credible engagement-listening strategy.
- Interpret engagement data critically, including the difference between drivers and signals.
- Build evidence-based action plans that change the experience of work.
- Diagnose retention risk for critical roles and populations.
- Apply structured retention interventions, including stay conversations.
- Design and govern an employee value proposition that earns trust.
- Coach line managers as the primary owners of engagement and retention.
- Make a credible business case for engagement investment to the executive team.

How You Will Benefit

You will leave with a clear, defensible agenda for engagement and retention in your organisation, and a Mars Certificate of Completion.

Your organisation will gain an HR leader who can translate engagement and retention into commercial outcomes, defend the spend, and reduce avoidable loss of critical talent.

Who This Programme Is For

This programme is designed for:



- Heads of Engagement and Heads of Employee Experience
- HR Directors with engagement and retention in scope
- Senior Internal Communications leaders working with HR
- Senior HR Business Partners advising on engagement
- Organisation Development and Culture leaders
- Senior public-sector HR executives
- Reward and Wellbeing leaders intersecting with experience work

The seniority floor is head of department and above. The programme is delivered in person over five consecutive days, and delegates receive a Mars Certificate of Completion.