

# BUILDING ENGAGEMENT: WHAT LEADERS DO TO MANAGE TALENT

Attend in-person / In Dubai, UAE



Creating an engaged talent pool provides organizations with a significant competitive advantage in terms of increased productivity, employee retention, and satisfaction. This form of competitive advantage is challenging for competitors to replicate. However, creating and maintaining engagement requires close and consistent attention from leadership and management throughout the organization. In this program, you will learn how to develop and maintain an environment conducive to high employee engagement. By implementing the strategies and insights gained from this program, you can create a culture of engagement that drives success and sets your organization apart from the competition.

## THE PROGRAM FOCUSES ON SIX CORE AREAS:

- What is Employee Engagement and Why Does It Matter
- Creating Workgroup and Team Engagement
- Feedback and Developmental Coaching for Engagement
- Creating Organizational Alignment
- Creating Engagement in a Virtual Environment
- Recruiting and Selecting Talent for Engagement

## KEY OUTCOMES

- Learn to create and sustain conditions and practices conducive to creating and maintaining employee engagement.
- Develop the ability to align talent recruiting and selection processes with their organization's employee engagement practices.
- Gain the knowledge and techniques to drive sustainable engagement in virtual and hybrid environments.
- Understand how to use feedback and developmental coaching to build and sustain employee engagement.

## PARTICIPANT PROFILE

Professionals in human resources from any industry will acquire strategies for achieving success in today's competitive environment. This program will be especially beneficial for:

- Mid to Senior Functional Managers seeking to comprehend how to attract top-tier talent and enhance the performance of their function/department through the utilization of appropriate talent management tools and strategies.
- Mid to Senior HR Professionals desiring to gain a deeper understanding of the business value of talent management and attain a strategic perspective for their HR responsibilities.

# FACULTY:

Dr. Dierking comes with over twenty years of teaching experience; he has been recognized for his excellence in teaching multiple times, receiving awards such as the Fawn and Vijay Mahajan Teaching Excellence Award for Executive Education, McCombs School of Business Graduate Business Council Faculty Honor Roll, Texas Evening MBA Outstanding Professor Award, and more.

Beyond his work at the university, Dr. Dierking is actively involved in the corporate and public sectors. He has collaborated extensively with Royal Dutch Shell to develop and deliver training on leading project teams, especially geographically dispersed or virtual teams, and leveraging influence skills. He has also provided training and consulting services to companies like Samsung, Ferrovial, Ecopetrol, Sinopec, and many others, covering areas such as employee engagement, negotiation, leadership, and talent management.

Additionally, Dr. Dierking has served in leadership positions on several community boards, further demonstrating his commitment to making a positive impact beyond academia.



## Doug Dierking, Ph. D

Professor of Instruction  
Distinguished Senior Lecturer  
Department of Management

Ph. D, The University of Texas at Austin  
MEd, University of Missouri  
BS, Central Missouri State University

# PROGRAM EXPERIENCE



An immersive experience in-class and online



Pre and Post-program materials to support the learnings



Online board discussions



Relevant case studies



Workplace application exercises



Role-play exercises

**PROGRAM INVESTMENT:**  
USD 4500+ 5% VAT

Enrollment Partner



## CERTIFICATE

Upon completion of the program, participants will receive a certificate of completion.

