



## Module 12 – Become and Employer of Choice



### Reasons to Attend

A growing number of companies and enterprises worldwide are embracing the shift to building more resilient and mindful work cultures. Given that stress is a reality in many people’s working lives, offering mindfulness and resilient training and workshops are not just a trend, but a necessity for leading a healthy and productive organization today. By improving the way people relate to one another, it can have an impact on the corporate culture change, enjoying the benefits of such a culture that include: reduced sick leave usage, absences, and staff turnover, increased productivity, increased work engagement, reduced costs to the employer and improved employee health and community wellbeing.

### Course Methodology

The course is designed for any individual or employee in any position. It is divided into independent modules and is adjusted to the number of attendees. In a group course, attendees gain all strategies for developing resilient company culture through role-plays, group activities, and cases that are included for each module to strengthen participants’ ability to transfer the knowledge into the work environment. Awareness building, skill-building, and reflection times are carefully designed to ensure the right impact.

### Content

#### 1. Create strong leadership

Resilient organizations have sound leadership at all levels and strong cultures founded on trust, accountability, and agility. They also have a tendency to show consistent and better-than-average profitability year after year. Business organizations with a desire to grow, remain competitive, adapt to emerging technologies, and find new ways to manage multi-generational workforces must all discover new ways of building resiliency into the culture. Resiliency is the key to successfully leading lasting change.



## 2. Create a strong culture

Leaders and managers will create cultural experiences and engagement mechanisms that allow for better collaboration. Cross-functional teams will have real purpose and be empowered to solve real problems and innovate within given structures. And new rewards systems will be put in place that focuses on supporting these behaviors, attitudes, and activities just as much as they will output and execution.

## 3. Embrace change

Resilient organizations are well-prepared for change. Regardless of the type or magnitude of the transformation an organization is facing, one of the ultimate goals is to prepare the company for long-term strength and agility - a core function of leadership and management in the 21st century. The goal is not to simply navigate today's needed changes but also to create a resilient organization poised for more change. A team that is ready for the next battle – whenever that may be.

## 4. Encourage self- resilience with employees

Organizations facing the need for change have the opportunity to lead change effectively to remain relevant and competitive while simultaneously building a more resilient team. Leaders and managers that will drive peak performance and the best financial returns will have to transform their organizations into resilient high-performance teams that embrace change.

## 5. Involve employees in your vision of future

The first and most fundamental foundation of the resilient organization of tomorrow is having a compelling vision. Not just the vision for change but the higher purpose behind why they exist, the value and purpose behind their work and how that work connects everyone to the cause. Leaders will begin to remove slower moving hierarchical structures and develop ecosystems of empowered teams with leaders at all levels. Those networks will be given the resources and autonomy to make decisions and execute in decentralized environments.

## 6. Developing more strategic talent acquisition programs

Leaders and HR teams will develop new and more strategic talent acquisition programs that align with the vision of the organization. They will improve the ability to screen for “culture fit” while ensuring a healthy amount of diversity in the team. Even more importantly they will improve retention of their best people by investing heavily in personal and professional development.



## 7. Create a valuable employer brand

Even though employer branding is one of the key recruitment trends nowadays, its potential and impact goes far beyond the recruiting process. Employer Brand is what your employees, current and potential future job candidates think about you as an employer. It is their perception of how you treat all of your employees, not only the candidates, as well as your Employee Value Proposition. Having clearly defined Employer Brand can help you find the right job candidates, but also engage all of your employees and create a positive work atmosphere.

### Course Objectives

By the end of the course, participants will be able to:

- Identify resilience building techniques ✓
- Attain great leadership strategies ✓
- Understand strategies for creating a strong work culture ✓
- Enhance communication skills ✓
- Create a respectful and successful work environment ✓
- Learn how to develop a more strategic talent acquisition program ✓
- Understand how to create a valuable employer brand ✓

### Target Audience

Employees in any functions within their organizations, HR team members and HR leaders who want to build a positive work culture in their organizations; 1<sup>st</sup> and 2<sup>nd</sup> level managers and other stakeholders.

**Certificates:** By the end of every course, attendees will be awarded a certificate for successful attendance or accomplishment, provided by Kitanovski consulting.

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