



Workshop Employee Engagement

Dale Carnegie Training of The Low Countries



An organization's competitive capability is determined by its employees. Strategy, products, and services can be copied. That's why employees are a distinguishing factor of an organization. A competitive advantage through employees demands an organization to be successful in attracting and keeping talent, in addition to creating "engagement" on all levels.

Research by consulting firm Mercer shows that engaged employees are **four times** more valuable for an organization than non-engaged ones. These numbers are backed up by research by Towers Watson, also a consulting firm, which concluded that engaged employees are 47% to 202% more effective than their non-engaged counterparts.

To help you become aware of your behavior and that of others, including the effects of your engagement on the organization, the Embassy of the United States is organizing a workshop on **March 20**. You are very welcome to participate in this workshop. The Dale Carnegie Training at the Embassy will show you the importance of human capital in an interactive workshop. And, how to foster human capital. The workshop offers practical points and tips that will support you during your daily work.

At the end of the workshop, there's a possibility for networking, where participants also can discuss and practice the points and tips mentioned during the workshop.

Workshop Details

Eligibility: This event is suitable for CEO's, (Executive Level) Managers and HR Professionals, who are responsible for making engagement happen in their organizations.

Register: Send an e-mail to leonie.vandam@dalecarnegie.nl. Note that space is limited. Registration is on a first come, first served basis.

Deadline: March 6, 2015

Fee: Free of charge

About Dale Carnegie Training

Founded in 1912, Dale Carnegie Training has evolved from one man's belief in the power of self-improvement to a performance-based training company with offices worldwide. Dale Carnegie Training focuses on giving professionals the opportunity to sharpen their skills. And, to improve their performance in order to build positive, steady, and profitable results.

Dale Carnegie Training partners with middle market and large corporations, as well as organizations, to produce measurable business results by improving the performance of employees, with emphasis on: Leadership, Sales, Customer Service, Presentations, Team Member Engagement and Process Improvement.

For more info, visit <http://netherlands.dalecarnegie.com>