

## Course Overview:

Organizational Loyalty Course is designed to introduce you to the importance of adhering to work ethics and job traditions because of its importance in achieving high efficiency in performance, and it is one of the factors of excellence and creativity that leads to commitment and increase the productivity of the organization.

Organizational Loyalty Course covers a comprehensive definition of job loyalty concept, its importance and dimensions resulting from it, in addition to the concept of loyalty and job satisfaction, its importance, components, indicators and stages of development; to enable you to formulate values for positive dealing, and to support those values in managerial practices. The course also includes a statement regarding the entrances to organizational loyalty, its stages, and its determinants.

In this course, you will learn about the five keys to create employee loyalty, what are the characteristics of a loyal employee, as well as the types of employee commitment, the keys to this commitment, and the main motives for it.

The importance of institutional loyalty and its presence lies in breaking the barrier between employees and their organization and reconciling among them so that an atmosphere of cooperation, familiarity and complementarity prevails in the relationship, and institutional loyalty contributes to enhancing the knowledge and positive behaviors of the employees by instilling a positive work ethic and building true job loyalty; to reach excellence in institutional performance.

Organizational Loyalty Course aims to raise the efficiency of the facility or organization's ability to retain its employees for the longest possible period of time to benefit from their practical experiences in the performance of the desired goals. It is also concerned with the set of sincere feelings emanating from within the employee himself regarding the affiliation and functional loyalty of the facility in which he works. It becomes in him a strong feeling of not leaving work and moving to another place.

## Course Objective:

- Introduce participants to the concept of the organizational loyalty and the main types of it.
- Provide participants with the most important elements of job loyalty and clarify the importance of loyalty to the individual and the organization.
- Introduce participants to the most important effects and positive results from achieving job loyalty at the individual and organizational level.
- Provide participants with the skills and methods of achieving satisfaction and job loyalty through motivation policies and improving working conditions

## Course Outline:

- Introduction
- What is loyalty? (Definition of loyalty)
- Dimensions of loyalty
- Attitudinal behavioral component of loyalty
- Steps of loyalty
- Why loyalty is important? (Matters - Attributes of loyalty)
- Creating loyalty in organizations
- Main drivers of loyalty and following steps to enhance loyalty
- Determinants of organizational loyalty
- Employee loyalty matrix
- Loyalty matrix 4C's

## Training Language:

EN

## Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

- Employee loyalty index ELI
- Factors lead to disillusionment
- Difference between loyalty and commitment
- Four main levels of commitment and steps
- Process for strong employee commitment
- Three types of commitment and five drivers of employee commitment
- Conclusion

**Who Should Attend:**

This training will be animated by any one work in the field of Human Resources and Management Consultancy Services. We expect the target audience to represent those people who are currently working in the Human Resource Management Department and directly involved in HR Compensation and Benefits' areas.