

Compensation Strategy: Employee Motivation and Engagement

- Is money and benefits really the only way to design an effective compensation strategy?
- Is your organisation struggling with high turnover rates that affect stability and performance?
- Would you like to build advanced skills in creating holistic compensation strategies that drive motivation and engagement?

Introduction

A well-designed compensation strategy is more than just a system of salaries and benefits—it is a powerful driver of employee motivation, engagement, and retention. While financial rewards are important, employees today expect more than paychecks; they seek recognition, growth opportunities, flexibility, and a sense of purpose. Organisations that limit compensation to monetary benefits risk losing talent to competitors who offer a more holistic approach. This program is designed to help leaders and HR professionals craft compensation strategies that balance fairness, motivation, and profitability. By integrating behavioural intelligence into the design process, participants will learn how to reach the hearts of employees while aligning rewards with organisational goals. Through this approach, organisations can reduce turnover, build loyalty, and create a motivated workforce that consistently delivers excellence.

Program Objectives

This program aims to:

- Provide a macro or big-picture review of compensation management and the reward system of an organisation.
- Conduct macro and micro-analysis of compensation in the organisation.
- Guide candidates on macro- and micro-analysis in reviewing compensation package

Learning Outcomes

After completing this program, participants should be able to:

- Review the current compensation scheme based on macro and micro-analysis
- Plan and design a holistic compensation scheme to motivate employees
- Review compensation and employee engagement and motivation in the organisation.

Who should attend?

Middle management, senior management and anyone related to compensation and remuneration strategy.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>The Reward System: Compensation and Non-Compensation Dimension</p> <p>The first module introduces the world pay and compensation. This module exposes to candidates the compensation would that include rewards when you offer monetary payment such as incentives, various bonuses and performance bonus. Organisations reward their staff when they attain the goals or targets that they have jointly set with the employees. Rewards can be non-monetary such as a paid vacation for two.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-1.00pm	<p>Organisation Structure: Strategic and Tactical Compensation</p> <p>This module enables the participants to learn and apply the approach employers use to attract, retain, and grow talented employees while aligning their behaviours and job performance with the organisation's goals and objectives. In addition, the participants would learn compensation with pay satisfaction, job satisfaction, and organisation satisfaction.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>Macro and Micro Analysis For Compensation</p> <p>Compensation decisions are typically micro (individual), or macro (total organisation) focused. The participants would learn how to decide on compensation level (how much to pay) and compensation structure (relationships to competitors) at the same time. More administratively advanced organisations realise that individual decisions within a proper administrative structure are more consistent, fair, and cost-effective over time.</p>
3.30pm-4.00pm	<p>Break and Networking</p>

4.00pm-5.00pm	<p>Job Analysis, Job Description and Job Evaluation</p> <p>The participants would learn job analysis by identifying and determining in detail the contents of a particular job, thereby, clearly defining the duties, responsibilities, accountabilities, and skills associated with the job. The participants would learn to analyze the job, and not of the person. The process of job analysis results in two sets of data - job description and job specification. From the job analysis, the participants would learn methods to conduct a job evaluation.</p>
Time	Day Two
9.00am– 10.30am	<p>Pay Structure and Non-pay Structure</p> <p>In this module, the participants would learn how to design a base pay structure, non-pay structure. At the same time, the participants would learn how to measure and pay according to the employees' performance.</p>
10.30am-11.00am	Break and Networking
11.00am-1.00pm	<p>Short-term Incentives, Long-term Incentives and Wealth Building</p> <p>The module helps participants to create short-term incentives and long-term incentives. The participants would learn how to review company short term plans to create short-term incentives and review company vision and mission to create long-term incentives. The right strategy would help the employees as the wealth-building.</p>
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	<p>Employee Engagement and Compensation through Behavioural Economics</p> <p>In this module, participants would understand the illogical human behaviour by understanding various concepts such as altruism, anchoring bias, bounded rationality, default behaviour, expert bias, fairness and reciprocity, familiarity bias, fear of change, framing problem, hedonic adaptation, head behavioural, and others concept in behavioural economics. All these concepts would be assimilated into employee engagement and compensation.</p>
3.30pm-4.00pm	Break and Networking

4.00pm-5.00pm	Employee Motivation, Evaluation and Compensation Scheme through Nudges In this module, the participants would learn how to apply nudging to form designed behaviour that motivates, evaluates and creates a compensation scheme. The participants would learn how to create behavioural intelligence strategies to create sustainable compensation strategy.
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