

# Design Document

**Training Title:** Employee Retention Training: The Importance of Employee Engagement

<b>Business Goal and Problem</b>	The business goal is to address the high employee turnover rate of 20% annually. Exit surveys indicate management approach and support of employees as the primary motivations when leaving. As a result, managers will be trained on why it is important to have engaged employees and how to implement a new incentive designed to reduce employee turnover rates (or increase employee retention rates). By providing managers with training to incorporate engagement skills, Lunacity will reduce employee turnover rate by 10% within the next year, along with creating a more stable and motivated employee base.
<b>Target Audience</b>	Lunacity employees holding the title of manager in any capacity, including line, floor, department, store and district managers.
<b>Learning Objectives</b>	<p><b>Terminal LOs:</b> Incorporate the principles of employee engagement in the work environment. Integrate the new LunaStar Incentive components into active practice within your managed location.</p> <p><b>Enabling LOs:</b> Describe the relationship between employee engagement and turnover/profitability.</p>
<b>Training Recommendation</b>	<p><b>Delivery Method:</b> E-learning (One Storyline Learning Module)</p> <p><b>Approach:</b> Individual e-learning followed by a 5 question quiz. Module will be single scenario based with themes from the scenario used throughout the learning session. The scenario will follow a manager as she learns how to incorporate the ideals of the training into her management style to promote employee engagement and retention.</p>
<b>Training Time</b>	Approximately 30 minutes
<b>Deliverables</b>	One Storyline Learning Module Storyboard with script

	Job aids
<b>Training Outline</b>	<ol style="list-style-type: none"> <li>1. Introduction <ul style="list-style-type: none"> <li>● Scenario <ul style="list-style-type: none"> <li>○ An real world look into the issue addressed by the training</li> </ul> </li> <li>● Learning objectives <ul style="list-style-type: none"> <li>○ Incorporate the principles of employee engagement</li> <li>○ Integrate the LunaStar incentive.</li> </ul> </li> </ul> </li> <li>2. Manager Role in Employee Engagement <ul style="list-style-type: none"> <li>● Why managers are important <ul style="list-style-type: none"> <li>○ How and why managers are able to impact employee levels of engagement <ul style="list-style-type: none"> <li>■ They encourage, work closely with employees, support operations</li> </ul> </li> </ul> </li> <li>● How managers impact employee engagement <ul style="list-style-type: none"> <li>○ The four principles of engaging employees <ul style="list-style-type: none"> <li>■ actively listen, genuinely care, meaningful interactions, lead by example</li> </ul> </li> <li>○ How to implement each principle into their everyday management style</li> </ul> </li> </ul> </li> <li>3. LunaStar Incentive <ul style="list-style-type: none"> <li>● Incentive details <ul style="list-style-type: none"> <li>○ Monetary, Drawings, and Team Building</li> </ul> </li> <li>● Manager role in implementation <ul style="list-style-type: none"> <li>○ Ideals and suggestions for implementing the incentive into stores <ul style="list-style-type: none"> <li>■ Incorporation, meetings with employees, celebrating successes, sharing ideas</li> </ul> </li> </ul> </li> </ul> </li> <li>4. Final Assessment (5 question quiz) <ul style="list-style-type: none"> <li>● 5 questions <ul style="list-style-type: none"> <li>○ Multiple choice and multiple response</li> </ul> </li> </ul> </li> <li>5. Summary <ul style="list-style-type: none"> <li>● Review of learning objectives</li> </ul> </li> <li>6. Conclusion <ul style="list-style-type: none"> <li>● Congratulations and course exit</li> </ul> </li> </ol>
<b>Assessment Plan</b>	<p><b>Level 2 Assessment:</b></p> <ul style="list-style-type: none"> <li>● Knowledge check (multiple response), ungraded, two attempts for correct answer</li> <li>● Final Assessment <ul style="list-style-type: none"> <li>○ 5 question quiz to include all learning objectives</li> <li>○ 80% passing score required</li> <li>○ Retake until passing score achieved</li> <li>○ Review and retake allowed</li> </ul> </li> </ul> <p><b>Level 3 Assessment:</b></p>

- Post learning survey
- Survey of employee satisfaction and engagement levels 3 months post training level, to include any noted changes in their opinions pre/post manager training on their own personal job performance and impact
- Data analysis: 3, 6, and 12 months post training, data will be pulled to analyze percent change in employee turnover in addition to what percent of those report leaving due to lack of engagement and manager relations