# Scale Up – Building Your Team – Module 2
## 10 hrs (up to 2-15 participants)

**Training Description:**
In this course participants will gain proficiency in attracting, retaining and motivating top talent to drive business growth and success.  Using real-life case studies, group exercise and practical assignments trainees will learn how to: Cultivate a positive company culture; Establish efficient recruitment and training processes; Design a performance management system; Develop key employee retention strategies; Evaluate and reinforce employee engagement; and how to boost employee satisfaction through feedback and recognition programs.  The ideal audience for this course: C-suite Executives and Management and is delivered virtually.

**Training Objective:**
To empower trainees with the knowledge and tools needed to build a strong team by fostering a positive company culture, implementing effective recruitment and training processes, developing performance management systems, and utilizing retention and engagement strategies for key employees.

**Skill Attainment:**
By the end of the training, participants will be equipped to attract, retain, and motivate top talent to drive business growth and success. Participants will engage in real-life case studies, group exercises, and practical assignments, along with coaching sessions to address their unique challenges and receive personalized guidance.

**Training Content:**
• Cultivating a robust company culture to attract and retain top talent
• Establishing efficient recruitment and training processes
• Designing a performance management system to enhance employee productivity and engagement
• Developing retention strategies for key employees
• Evaluating and reinforcing employee engagement through understanding their needs, goals, and motivation
• Implementing employee feedback and recognition programs to boost employee satisfaction