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SYLLABUS FOR CERTIFIED EMPLOYEE EXPERIENCE & ENGAGEMENT LEADER (CEXEL)®

Offered by: Global Institute for Leadership, Human Resources and Project Excellence (AGILE-HRP)®

PROGRAM DESCRIPTION

The **Certified Employee Experience & Engagement Leader (CEXEL)®** certification equips HR leaders, managers, and culture professionals with the knowledge and tools to strategically shape, measure, and improve employee experiences across the entire employee lifecycle. This program is grounded in behavioral science, organizational psychology, and data analytics—designed to drive retention, productivity, well-being, and cultural alignment through engagement strategies that match the demands of today's evolving workforce.

COURSE LEARNING OUTCOMES

Upon successful completion of the certification, participants will be able to:

1. Design and implement employee experience strategies aligned with organizational goals.
2. Measure and optimize engagement using proven models and tools.
3. Develop journey maps and personas for employee lifecycle touchpoints.
4. Use people analytics and feedback systems to shape continuous improvement.
5. Promote a culture of belonging, recognition, and purpose.
6. Leverage digital tools to enhance virtual and hybrid employee engagement.
7. Champion EX initiatives across departments and leadership levels.



TARGET AUDIENCE

- HR Business Partners
- Culture & People Officers
- Employee Engagement Managers
- Internal Communications Managers
- People Analytics Specialists
- HR Generalists and Leaders focused on EX
- DEI and Wellness Officers

EMPLOYMENT OUTLOOK (U.S. BUREAU OF LABOR STATISTICS):

The BLS reports a 9% job growth rate for HR Managers through 2032, with a rising demand for roles focusing on engagement and retention. According to Gallup, organizations with engaged employees see 21% higher profitability and 59% lower turnover. Professionals with EX leadership skills are increasingly valued in hybrid-first companies, startups, and Fortune 500 firms, with median salaries ranging from \$85,000 to \$125,000+.

CAREER PATHS FOR CEXEL® HOLDERS:

- Employee Experience Manager
- Head of People & Culture
- Director of Engagement & Communications
- People Analytics Consultant
- Organizational Development Leader
- Internal HR Transformation Consultant
- Culture & Wellbeing Program Manager



MODULES AND SUBMODULES

Module 1: Foundations of Employee Experience (EX)

- 1.1 What is Employee Experience?
- 1.2 Differences Between Engagement, Satisfaction, and Experience
- 1.3 Evolution of EX in the Hybrid Workplace

Module 2: Employee Engagement Theories & Frameworks

- 2.1 Maslow, Herzberg, and Self-Determination Theory
- 2.2 Gallup Q12, AON, and Deloitte Engagement Models
- 2.3 Linking Engagement to Organizational KPIs

Module 3: Mapping the Employee Journey

- 3.1 EX Touchpoints: From Preboarding to Exit
- 3.2 Building Employee Personas
- 3.3 Employee Lifecycle Mapping & Design Thinking

Module 4: Culture, Belonging, and Recognition

- 4.1 Creating a Culture of Psychological Safety
- 4.2 Recognition Programs that Drive Engagement
- 4.3 DEI and Inclusive Engagement

Module 5: Voice of the Employee (VoE) and Feedback Loops

- 5.1 Designing Surveys and Sentiment Tools
- 5.2 Conducting Stay Interviews and Pulse Checks
- 5.3 Feedback to Action: Turning Data into Strategy

Module 6: Digital EX and Hybrid Engagement Tools

- 6.1 Using EX Platforms (e.g., Qualtrics, CultureAmp, OfficeVibe)
- 6.2 Engagement in Virtual Meetings and Remote Culture
- 6.3 Building Digital Moments That Matter

Module 7: People Analytics & Engagement Metrics

- 7.1 EX Metrics: eNPS, Turnover, Productivity, Wellbeing
- 7.2 Using Dashboards to Drive Actionable Insights
- 7.3 Linking EX Data with Business Outcomes

Module 8: Leadership and Manager Enablement

- 8.1 Coaching Leaders on Engagement Practices
- 8.2 Empowering Managers to Drive Culture
- 8.3 Aligning EX Strategy with Business Strategy

CERTIFICATION EXAM DETAILS

- **Format:** 100 Multiple Choice Questions
- **Duration:** 90 Minutes
- **Passing Score:** 70%
- **Retake Policy:** One free retake allowed within 3 months
- **Delivery Mode:** Online (Remote Proctored)

CERTIFICATION TESTING OUTCOMES (SKILLS & COMPETENCIES):

This certification assesses candidates' abilities to:

- Create and evaluate EX strategies and tools
- Interpret and use engagement and experience data
- Design personalized employee journeys and programs
- Collaborate cross-functionally to enhance culture and EX
- Utilize HR tech for sentiment and feedback management
- Build ROI cases for EX initiatives



ACCREDITATION AND RECOGNITION

The **CEXEL®** certification is globally recognized across industries and aligns with ISO 10018 (People Engagement) and ISO 30414 (Human Capital Reporting). It is accredited by AGILE-HRP® and recognized by private and public employers, HR associations, and EX technology partners.

CERTIFICATION DELIVERABLES

- Professional Certificate: Certified **Employee Experience & Engagement Leader (CEXEL)®**
- Digital Badge for LinkedIn, CV, and Verification
- Toolkits: EX Journey Map Templates, VoE Survey Samples
- Access to Global EX & Engagement Leader Network
- 30 CEUs (Continuing Education Units)
- Discounted access to future AGILE-HRP® events and masterclasses

PROGRAM FORMAT

- **Duration:** AS NEEDED
- **Mode:** 100% Online (Self-paced or Instructor-Guided)
- **Assessment:** Engagement Strategy Case + Final Exam

ELIGIBILITY REQUIREMENTS

- Bachelor's degree in HR, Psychology, Business, or related fields
- OR 2+ years in HR, Culture, or Engagement-focused roles
- Familiarity with basic HRIS tools and survey design preferred

NEED ASSISTANCE?

For queries or certification support:

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