



# Revolutionizing the Employee Experience

Employers focusing on employee experience understand that it's critical to long-term success. In fact, Willis Towers Watson found an impressive link between EX and improved financial performance. EX is the future of HR, and addressing all of its many facets is what will attract, engage, and retain top talent to help businesses thrive.

*"Should you really get rid of the decades of older work styles and approaches in favor of this concept of employee experience? Yes, you should."*

Jacob Morgan, The Employee Experience Advantage



## How are exceptional employee experiences created?

### The Elements

Consider what employees want from their time with a company and how they want to feel every day at work. High performance comes from standing out by making sure they feel these important elements.



Innovation & inspiration



Safety & wellbeing



Meaning & purpose



Flexibility & inclusivity



Growth & guidance

### The Touchpoints

Dedicate resources to examine and actively improve the touchpoints along an employee's journey. There is no single piece that carries the weight of a good experience. It's all of these combined that make a journey complete.

Employee Engagement +

Diversity & Inclusion +

Leadership Development +

Performance Management +

Workplace Environment +

Brand Culture +

Technology & Tools +

People Operations +

Communication +

Awards & Teambuilding



# Employee Experience

## The Technology

More employee-facing engagement tools are being developed to bring managers and team members closer together. But remember that not all tech tools are created equal and using those that claim to do it all aren't ideal.

Look for tools that:

- ✔ Create great end-to-end work experiences
- ✔ Don't try to be an all-in-one HR system

*"A major part of the employee experience is simplifying the technology experience . . . Companies have to say good-bye to the processes that we don't need, and simply keep the things they love."*

**Josh Bersin**

## The EX Leader

Treat employees like customers—and HR leaders like CMOs. Peter Navin, author of *The CMO of People*, believes we need to draw parallels between these two roles to gain a better perspective on how professionals in charge of employee experience can approach their work.

The Chief Marketing Officer	The CMO of People
Customer Analytics	Employee Analytics
Customer-Facing Brand	Employee-Facing Brand
Customer Acquisition	Employee Acquisition
Customer Retention	Employee Retention
Marketing Communications	Internal Communications
Events & Public Relations	Workplace Environment & Services
Pricing, Packaging & Marketing	Total Rewards

## The Team

Achieving better outcomes for EX requires collaboration from every single department in an organization. When everyone is on board, the team can rally around the common goal of developing and tending to an immersive employee experience.



Leadership



Human Resources



Marketing



Information Technology



Finance

*Peter Navin says an HR professional responsible for EX can find a great ally in the CMO. Brand expression—even when targeted to customers—is something prospective, new, and long-time team members can see. And meeting with the marketers can help HR leaders get their messages right for internal communications and the employee-facing brand.*

## How do you approach employee experience?

For more information or help getting started, contact us at:

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### SOURCES:

The CMO of People Webinar, Executive Networks

The CMO of People, Peter Navin

Better Employee Experience Proven to Drive Financial Success, Willis Towers Watson

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