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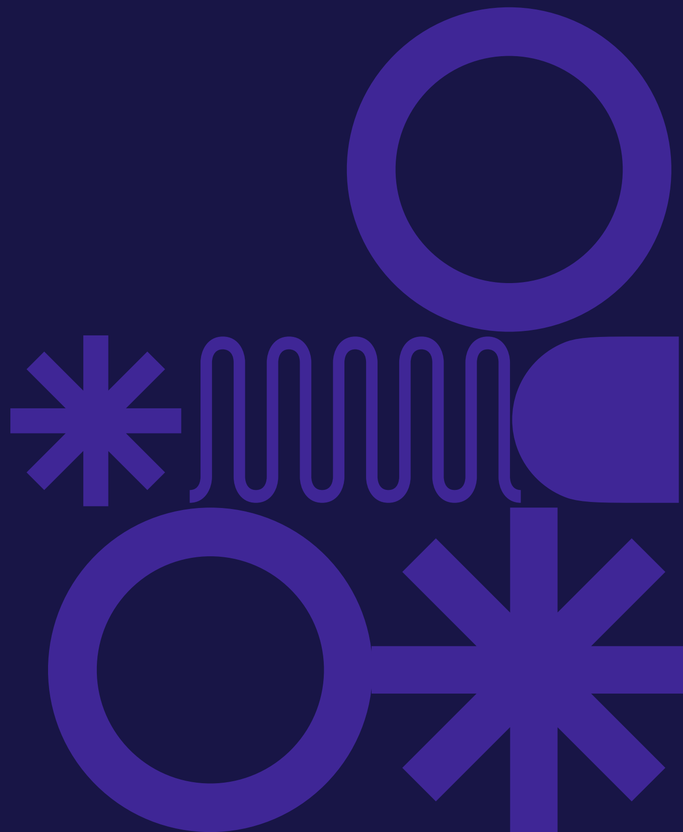
LONDON



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Journey to Joy: Crafting an Unforgettable Employee Journey

Brittany Barhite

VP, Comms & Brand Experience

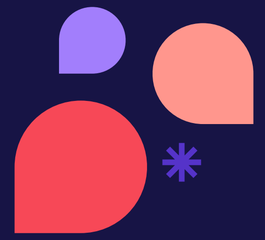
Kensley Wigginton

Director, Product Operations

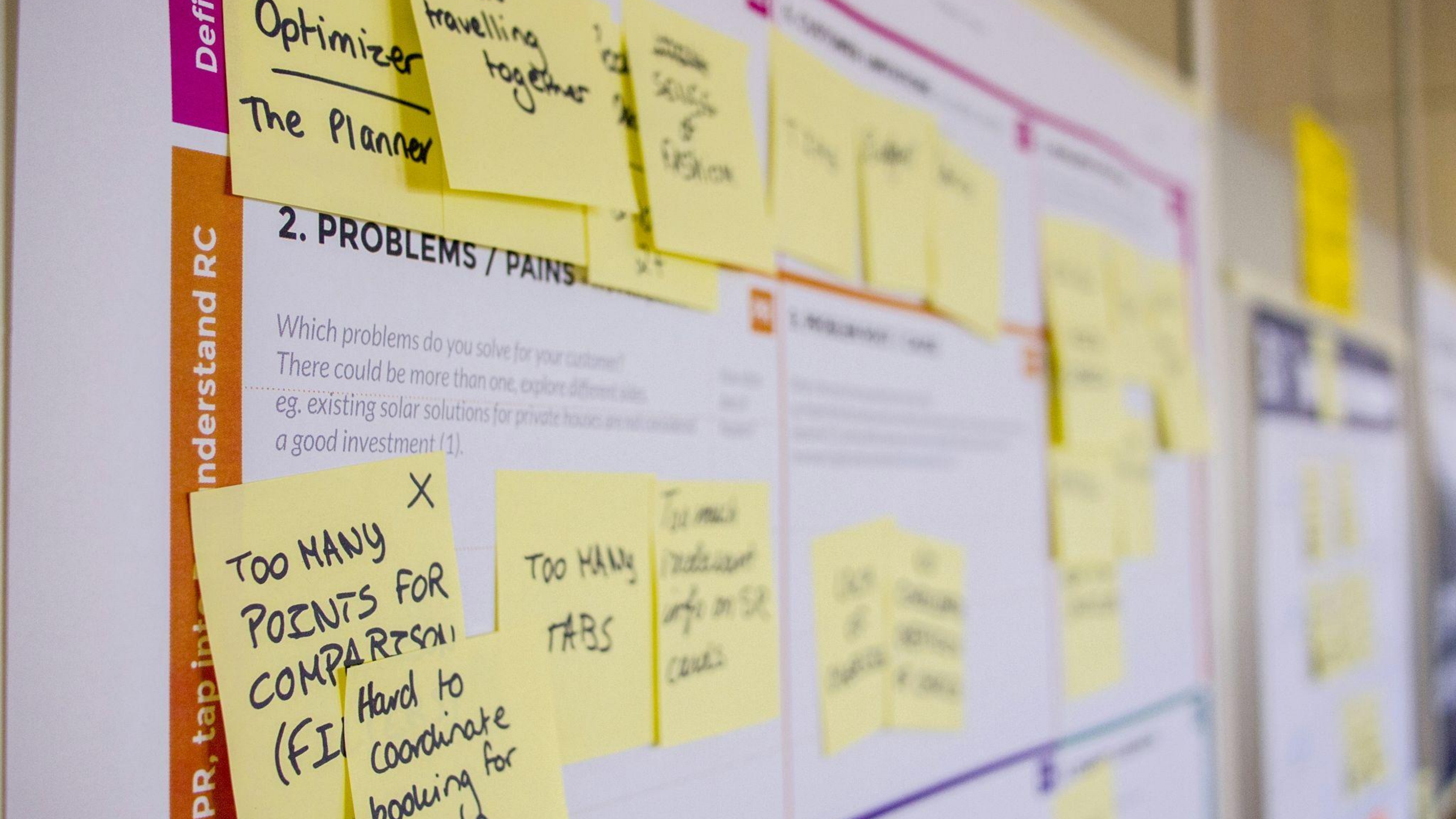
DRIVE BUSINESS VALUE

Deliver a personalised experience for every employee

- Retain and grow your people
- Increase efficiency and adoption of organisational initiatives
- Improve employee experience at scale



Employee Journey Mapping


Optimizer
The Planner
travelling
together
2. PROBLEMS / PAINS
Which problems do you solve for your customer?
There could be more than one, explore different sides.
eg. existing solar solutions for private houses are not considered
a good investment (1).
X
TOO MANY
POINTS FOR
COMPARISON
(FI
TOO MANY
TABS
Hard to
coordinate
booking for

5 Steps of Employee Journey Mapping

01 Align a cross-functional team

02 Create employee personas

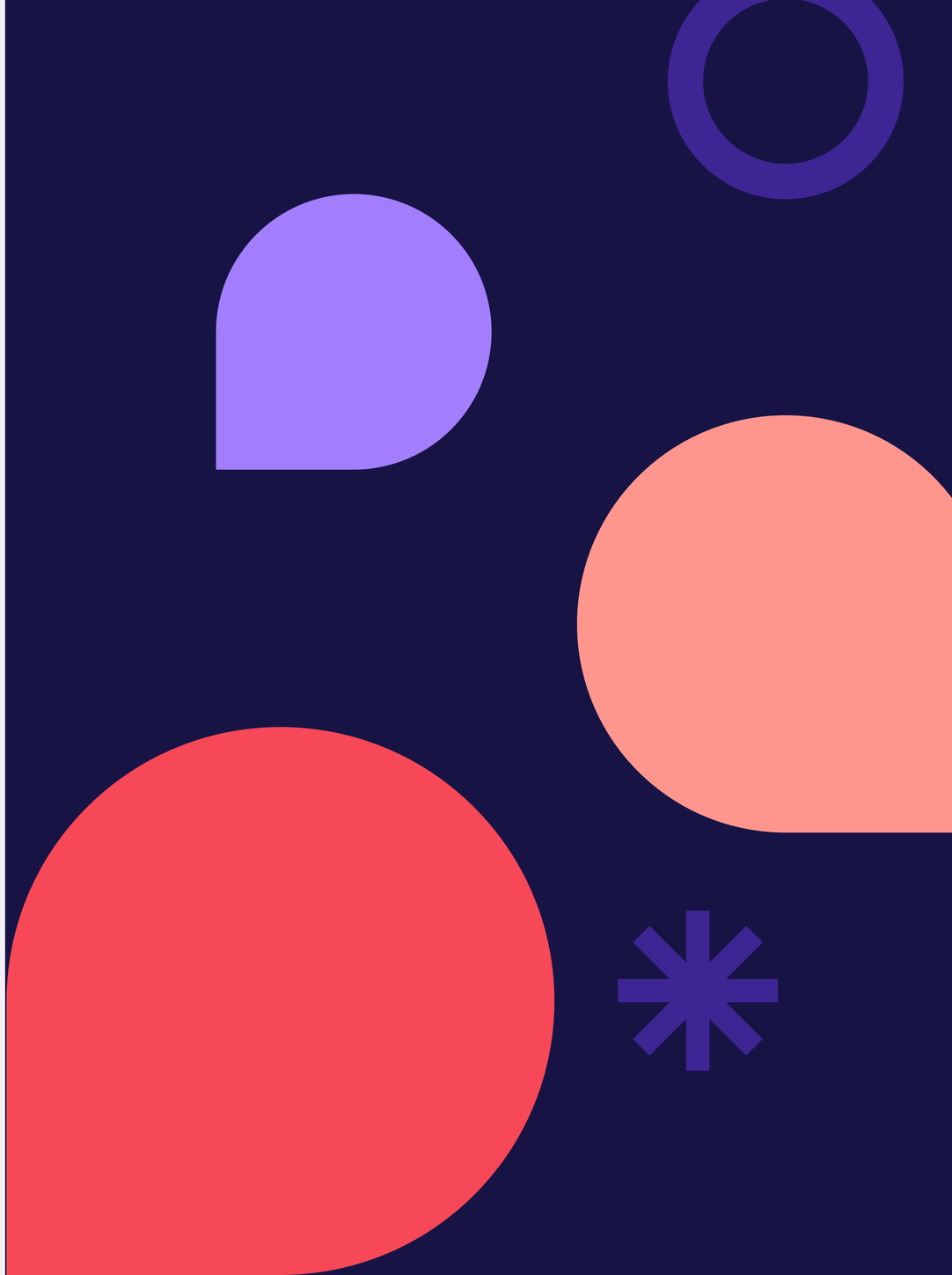
03 Conduct your journey mapping

04 Chart your communication cadence

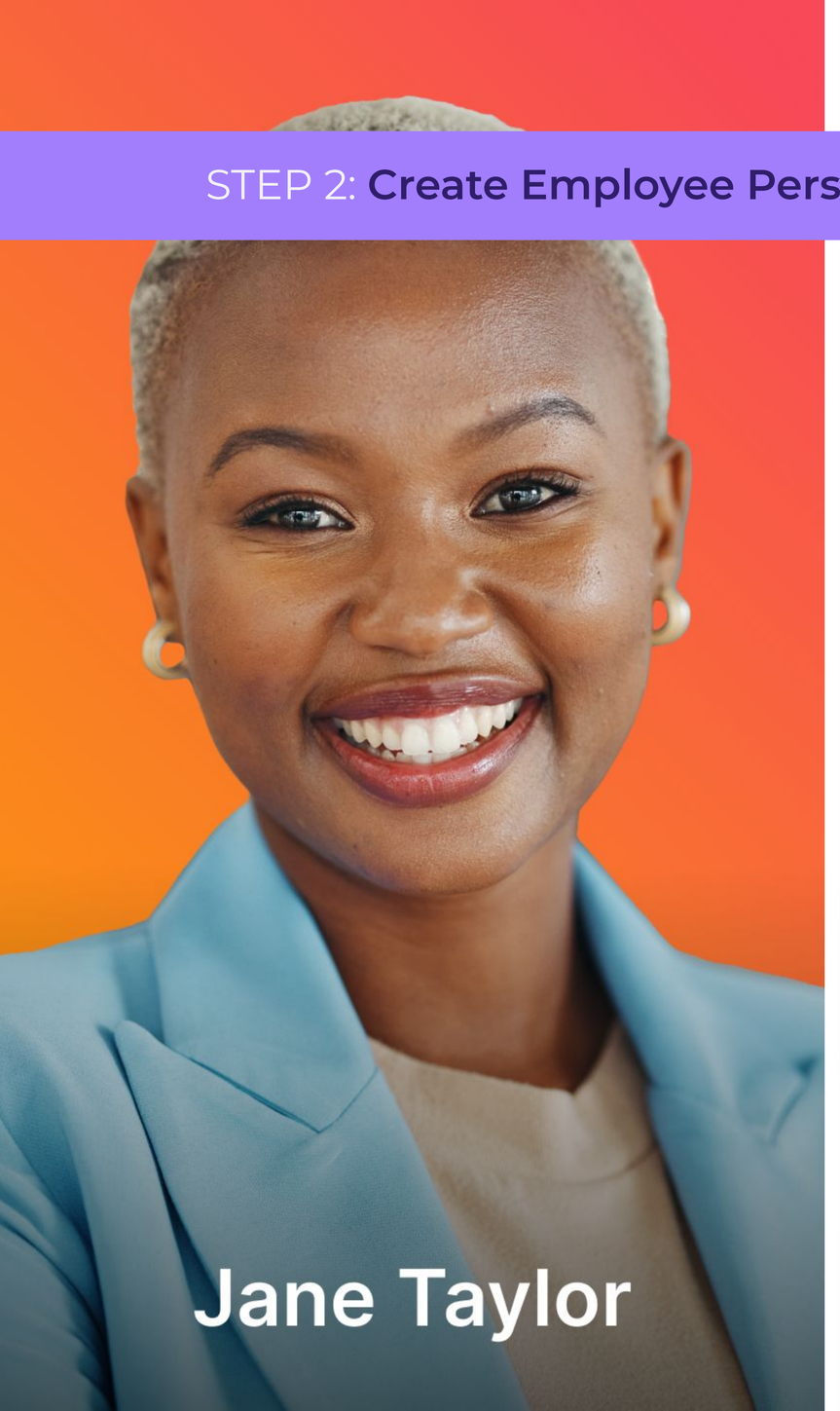
05 Evaluate through data-driven insights

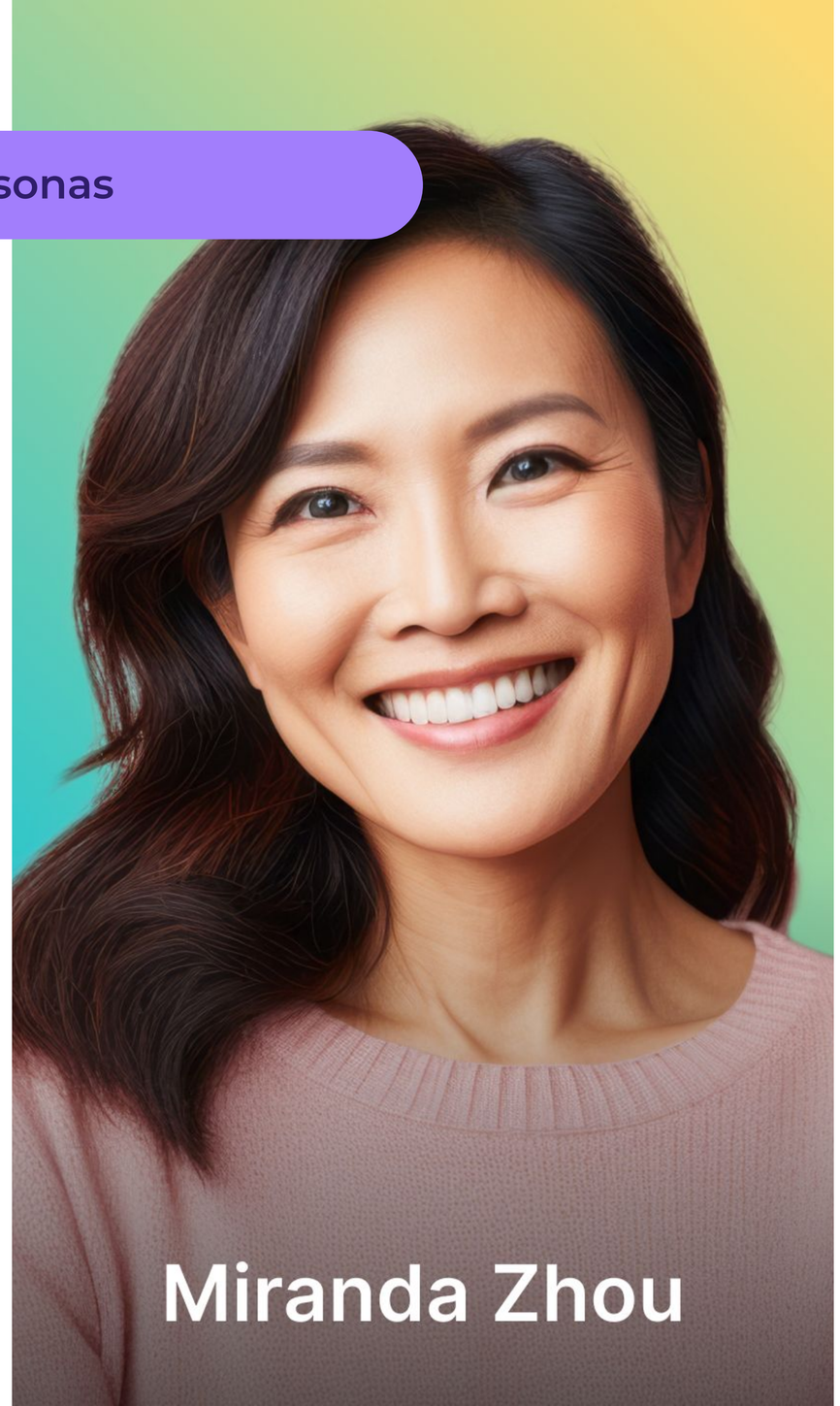
STEP 1: **Align Your Cross-Functional Team**

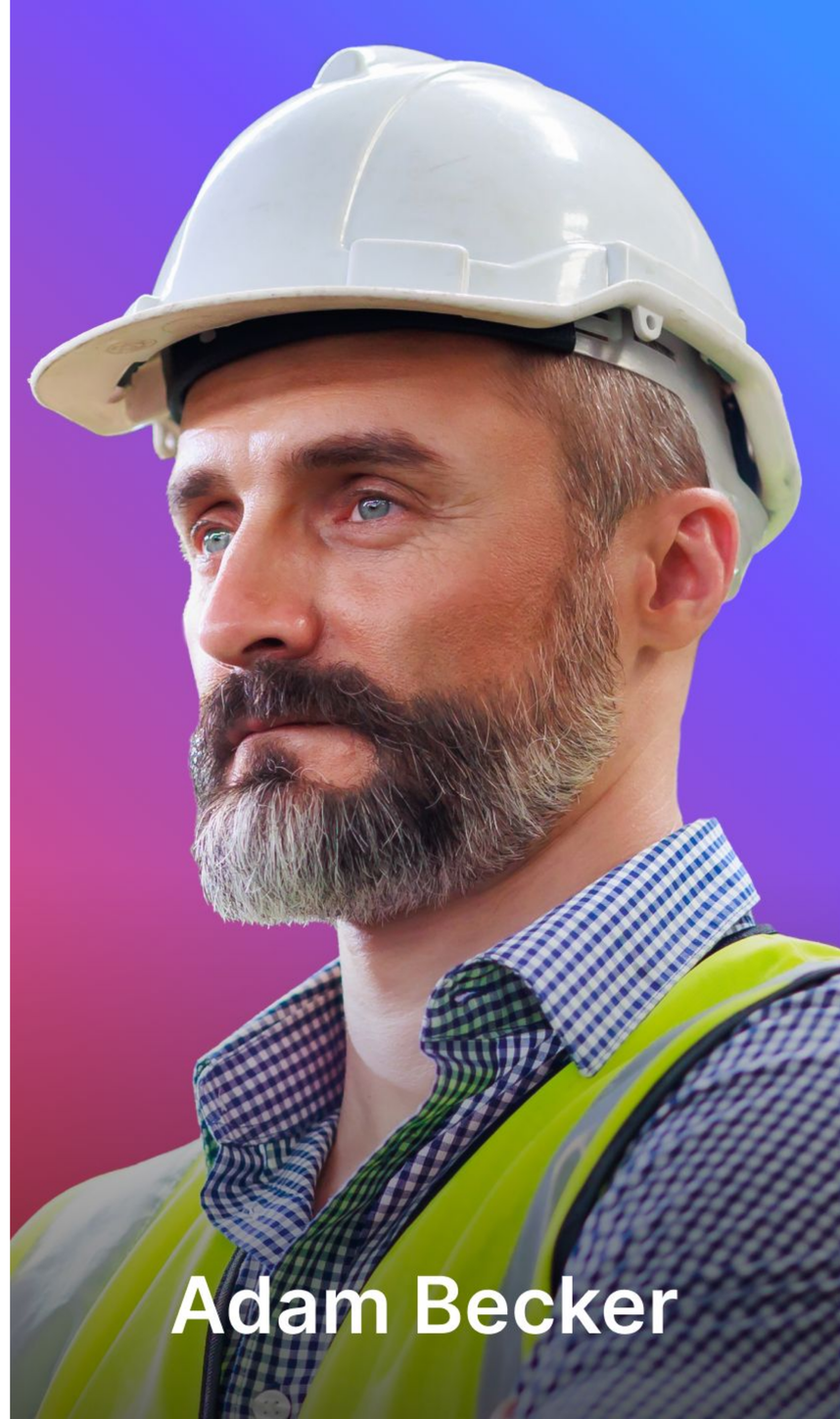
What departments are in your journey mapping dream team?



STEP 2: **Create Employee Personas**



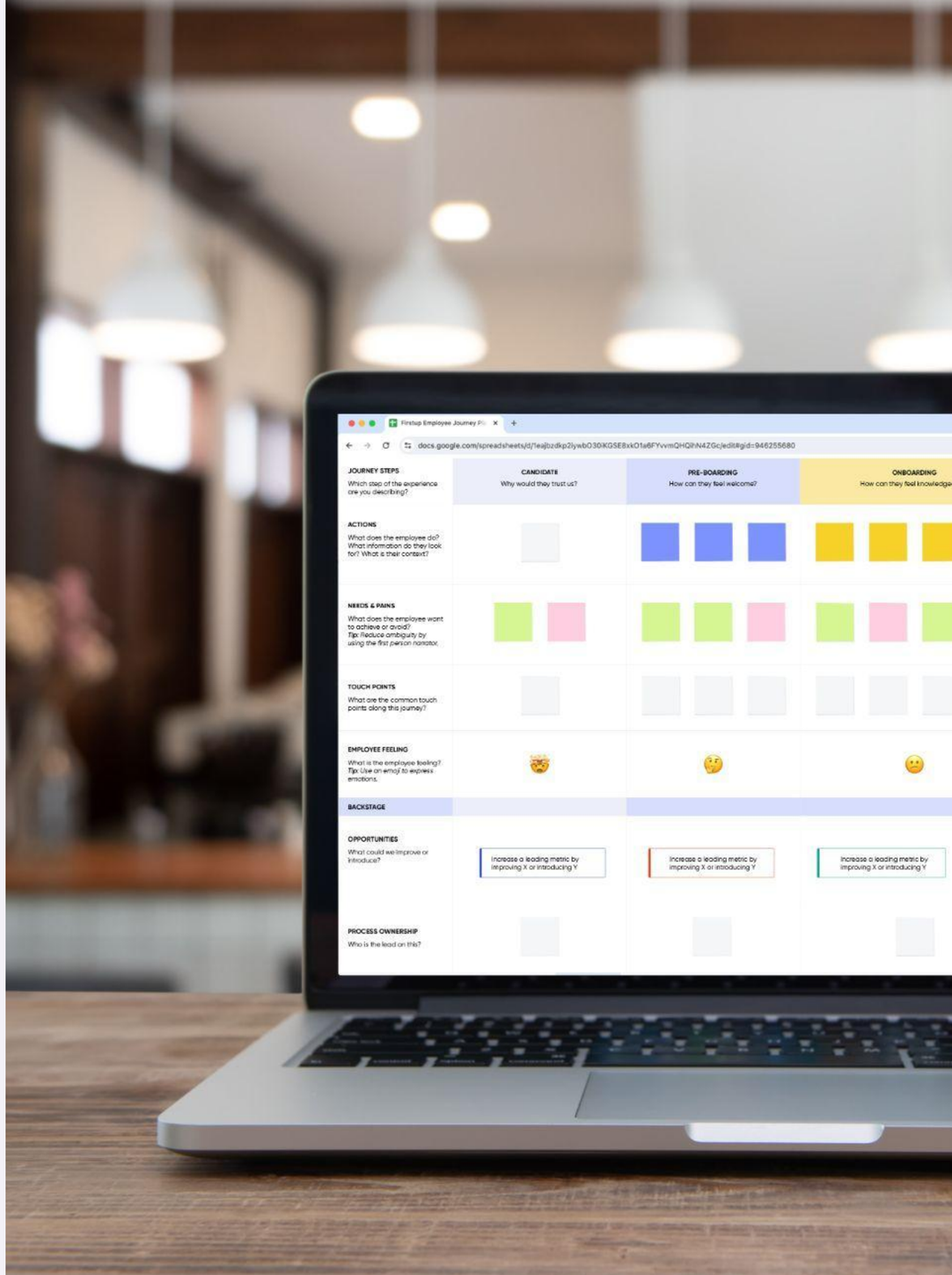




Demographics
Role
Goals
Motivation
Challenges
FAQs

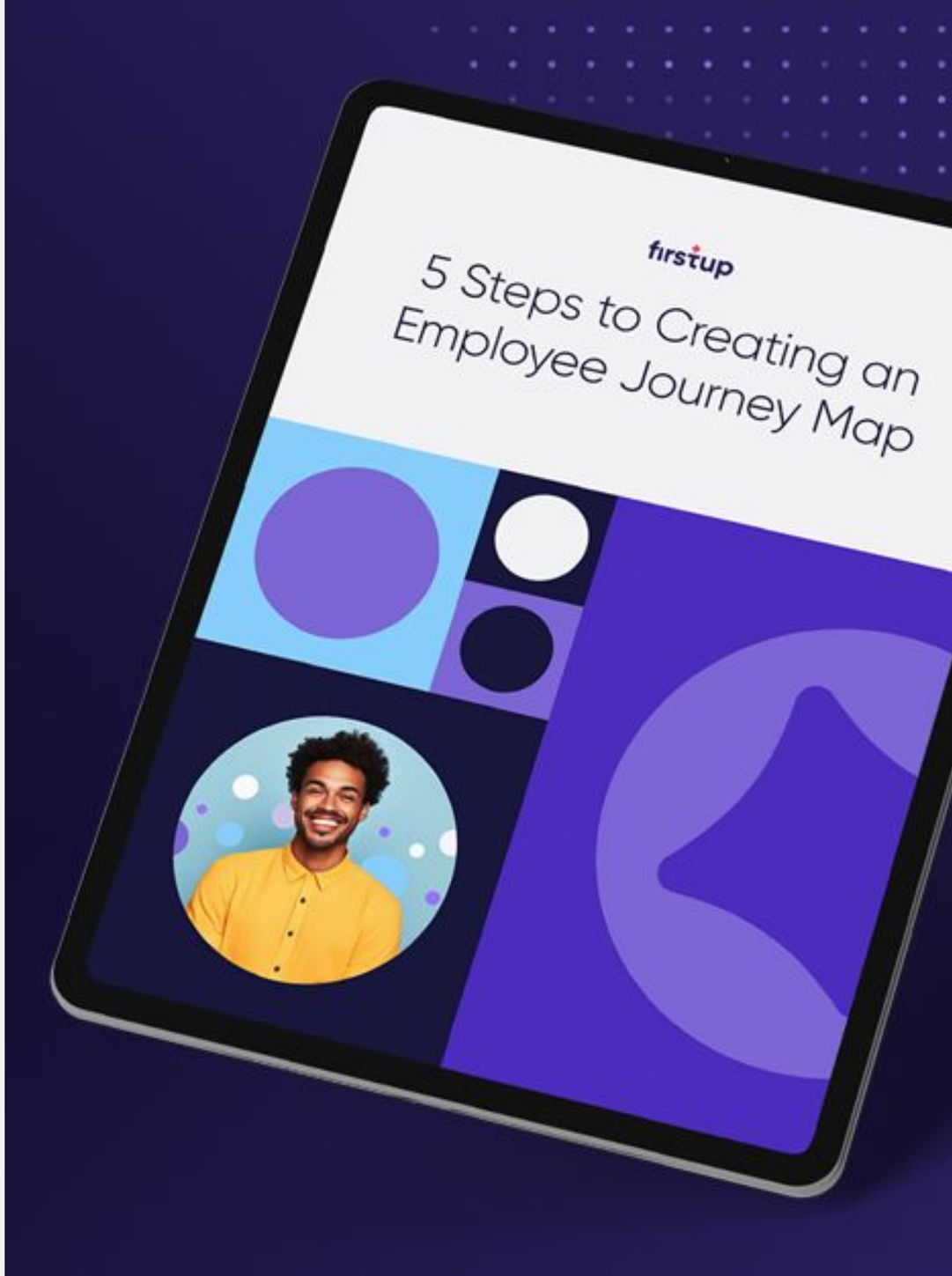
STEP 3: **Conduct Your Journey Mapping**

What are some of the common journeys within your organisation you could start mapping?

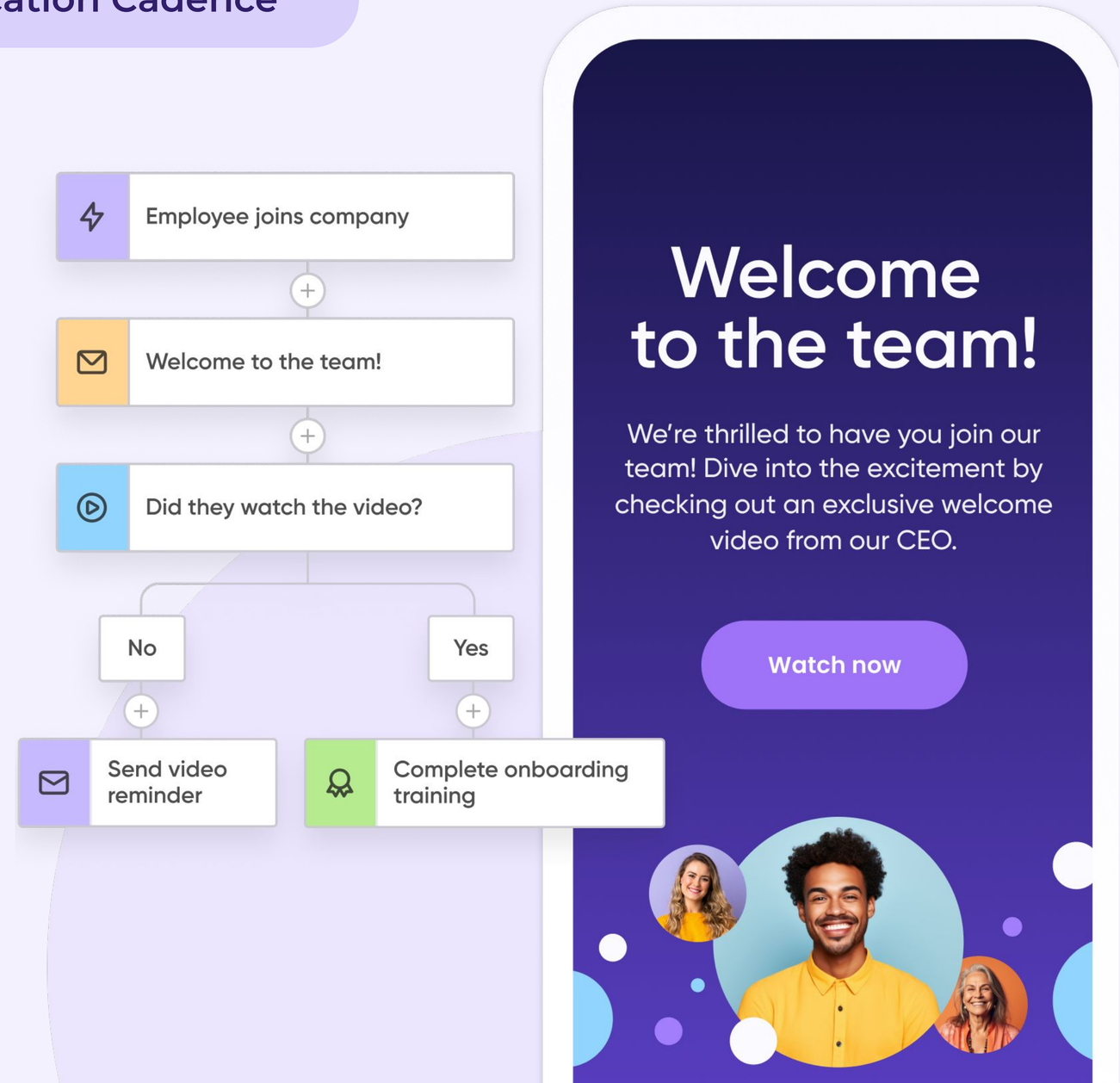


STEP 3: **Common Journeys**

- Preboarding
- Onboarding
- Life Events
- Celebrations
- Promotions
- Performance
- Training



STEP 4: **Chart Your Communication Cadence**



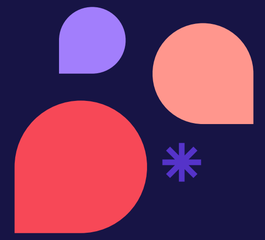
More meaningful
connections at scale

STEP 5: **Evaluate & Enhance Through Data-driven Insights**

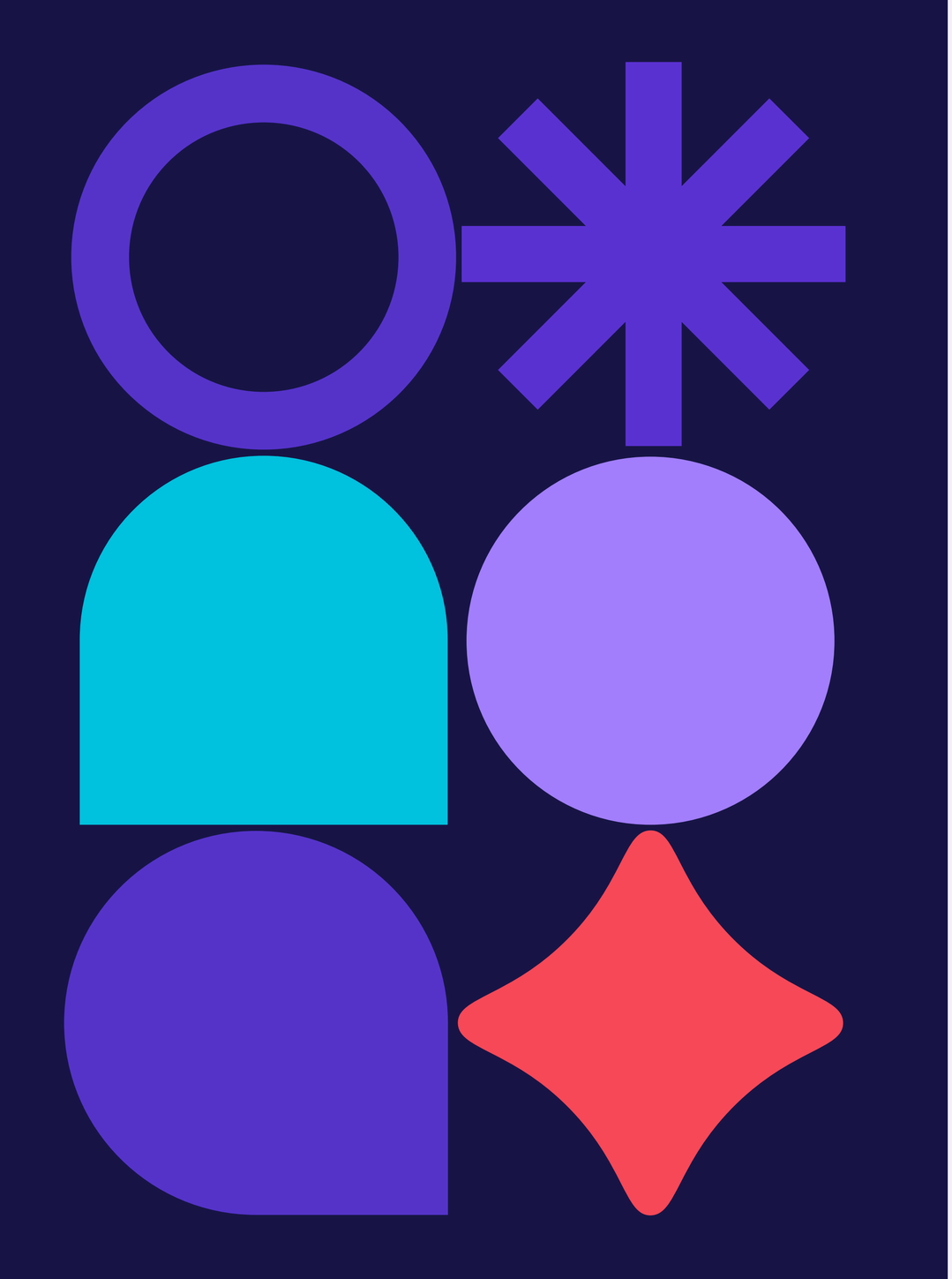
How do you measure Adam’s satisfaction?

STEP 5: **Evaluate & Enhance Through Data-driven Insights**

- Onboarding surveys
- Pulse polls
- Comms engagement
- Retention
- Absenteeism
- Sick days
- Customer service
- Performance



Journeys Workshop

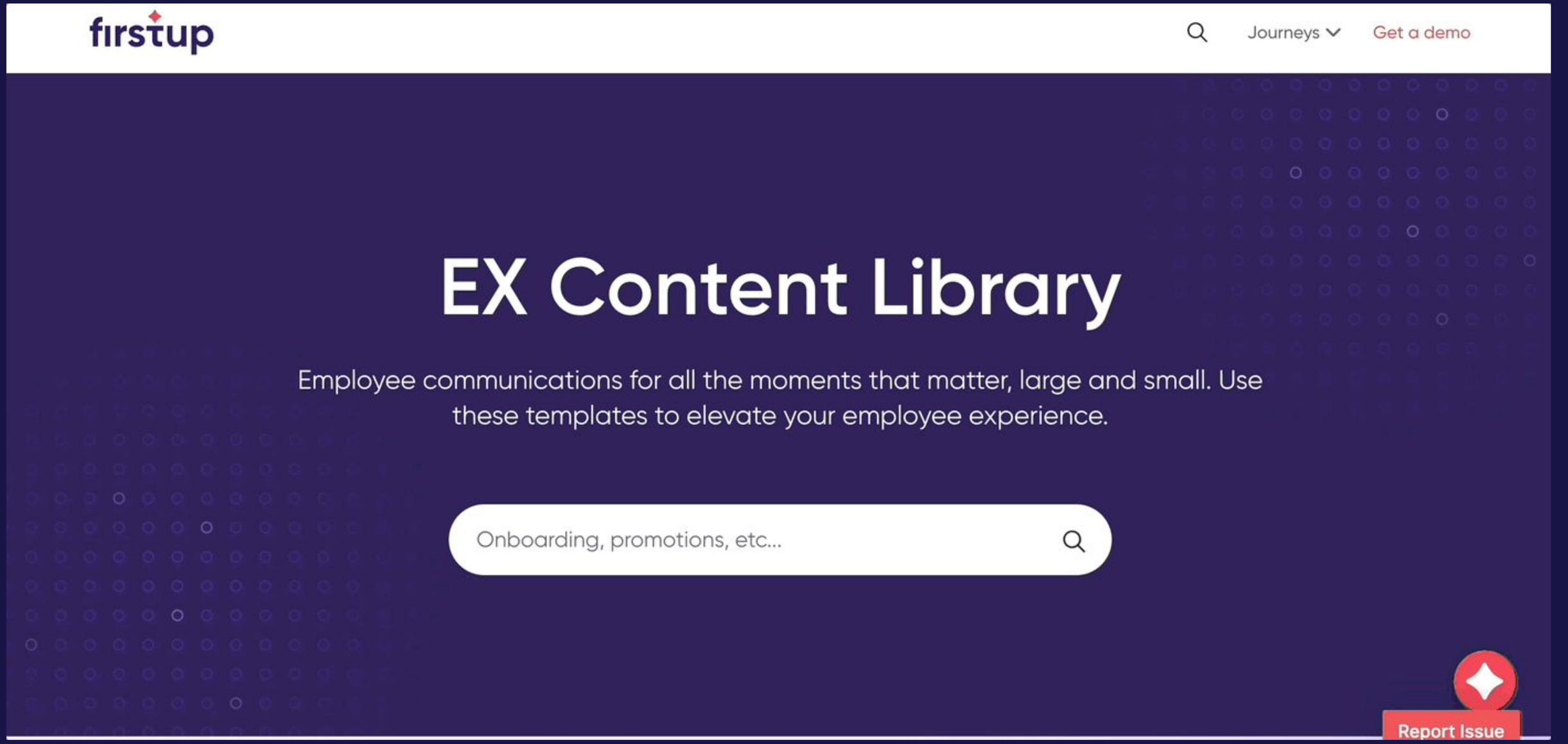


Work with your table on an onboarding journey for your persona...

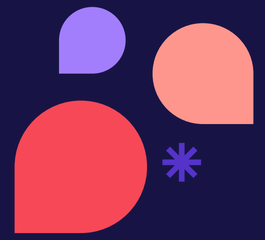
- New manager
- New manufacturing team member
- New nurse
- New intern
- New individual contributor

Journey Report Outs

What is one ‘aha moment’ you had?


firstup
Journeys
Get a demo
EX Content Library
Employee communications for all the moments that matter, large and small. Use these templates to elevate your employee experience.
Onboarding, promotions, etc...
Report Issue

bitly



THANK YOU