



A Quick Trip Through Employee Experience

Have you ever wondered how thinking of the employee experience can help you improve communications and achieve real business results?

Join us for quick trip through **six key concepts** you'll want to master. *Let's go ...*



KEY CONCEPT 1

It's Everything

Employee experience is everything an individual actually encounters throughout all their interactions with an employer

START »»»



Employee Experience
is not the same as...

Employer Value
Proposition (EVP)

Employer Branding

Employee Engagement

Employer Brand

Click the  for
more information



KEY CONCEPT 2

A Good Experience Is Good Business

Companies that excel at delivering a good employee experience are more likely to:

- be recognized as innovative
- be more attractive to new talent
- have greater brand value
- have lower turnover
- generate more profit and more revenue per employee

SOURCE

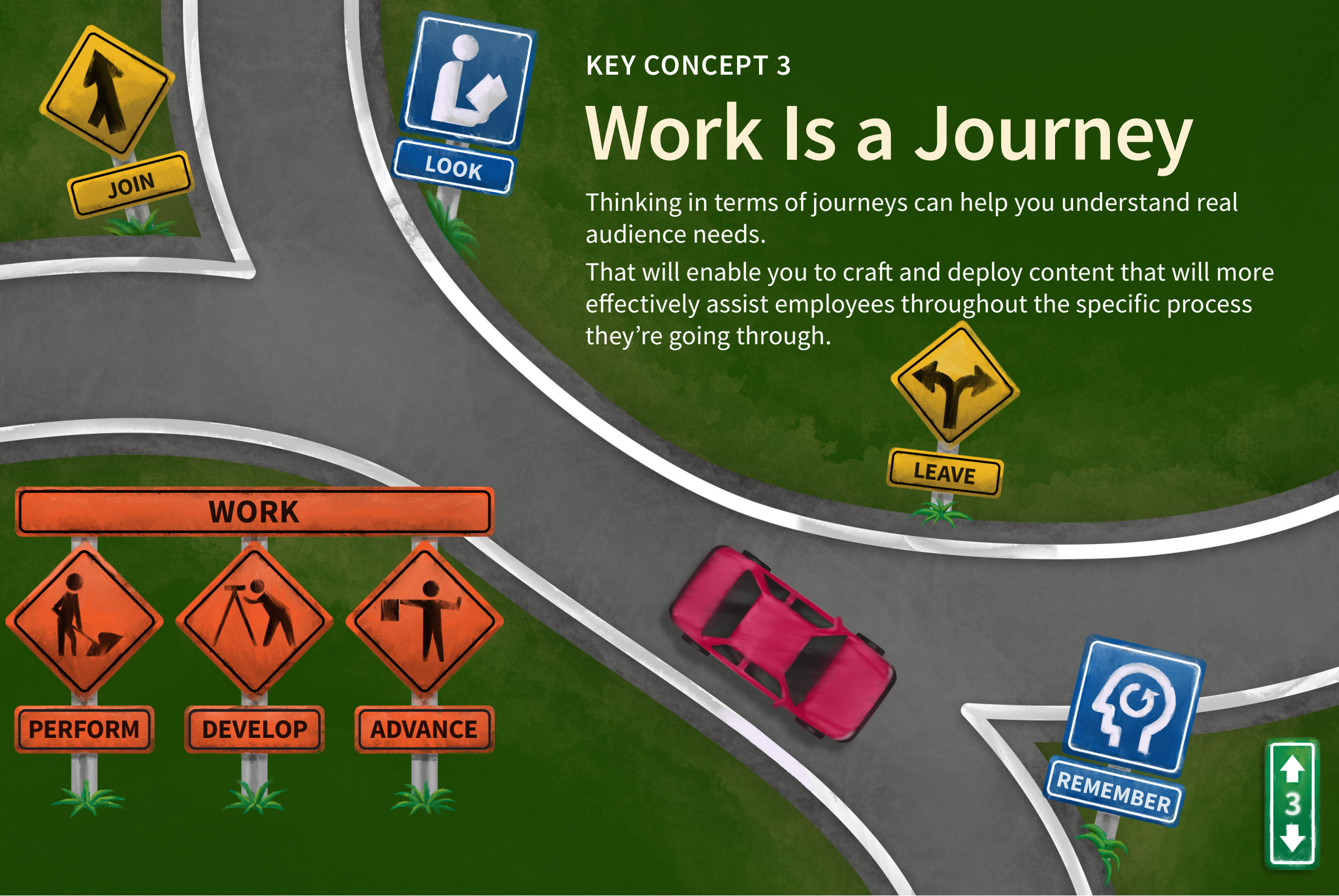


KEY CONCEPT 3

Work Is a Journey

Thinking in terms of journeys can help you understand real audience needs.

That will enable you to craft and deploy content that will more effectively assist employees throughout the specific process they're going through.



KEY CONCEPT 4

It Starts with Intent

Improving the employee experience is a design effort, and good design begins with conscious intent.

1
DEFINE AN INTENT ROOTED IN YOUR
ORGANIZATION'S REASON FOR BEING



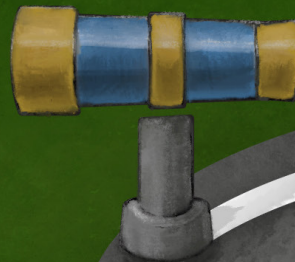
2

FORMULATE A

Vision

FOR YOUR

DESIRED EMPLOYEE
EXPERIENCE



3



Deploy the content
employees need when they
need it in the best way for
that moment

↑
4
↓

KEY CONCEPT 5

It's Big...

The employee experience is not abstract. It's not just technology and it's not just what you say about yourself on your website. It encompasses every aspect of working at your organization.



KEY CONCEPT 6

...So Start Small

Few individuals or teams have the influence or authority to re-engineer every aspect of the employee experience — the physical space, the tools, the culture, and the support.

Once you have an overall vision, focus on a specific journey that needs the most help. For example, you might want to zoom in on pain points associated with onboarding.



Recommended Reading



Employee Experience Advantage
by Jacob Morgan



Designing Employee Experience
from the IBM Institute for Business Value

Where Are You?

We hope this quick trip acquainted you with some key concepts you can apply to enhance your employee content and communication. Whether you're already on your way, or would like some help getting started, we'd love to hear from you.



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