



# THE PRIORITY OF EMPLOYEE EXPERIENCE

How does an employee experience  
strategy transform a workplace?



# EXPERIENCE MATTERS.



From the first days on the job through to the last, employees are taking in experiences that will either inspire them to be their best – or leave them coasting and disengaged completely. But what really makes employees loyal to their organizations? That’s at the heart of the matter for us at [Vision Wheel](#) every day.

We believe that prioritizing employee experience brings about the kind of movement we all hope for among our people. When experiences inside our organizations are something we craft and consider carefully, employees feel deeply connected to their workplace. Results start flying in with this kind of holistic, end-to-end approach that spans the employee’s entire lifecycle. Time spent here creates an engaged team, that is willing to give more of themselves as they go about their work.

Organizations who are exclusively pouring energy and budget into [customer experiences](#) are missing the boat. [Employee experience](#) is the new frontier.

Very few employees would leave an organization if they felt their leadership was fully invested in their experience.

– American Psychological Association

80%

of executives rate employee experience as important for their company. But only...

20%

feel that their employee experience actually is excellent. – Deloitte



Employers and employees alike are beginning to see that **work** is a major part of a person's **identity**. Because of this, the quality of the employee experiences we create is becoming more and more influential too. It plays a massive role as people consider where they want to kickstart their careers, how long they want to stay with an organization – and when they might wish to move toward greener pastures.

Now, while many organizations have switched on to the importance of employee experience, most **strategies** remain somewhat **disconnected** and inconsistent. We get it – it can feel overwhelming to tackle employee experience holistically. But as with any big endeavour, breaking down the process into bite-sized milestones and goals is the way to see progress. The real secret lies in keeping the bigger end-to-end experience in mind as smaller steps are taken. Weaving common language, goals, values and a clear sense of purpose throughout the employee lifecycle is what will make the best experiences come to life.

# WHAT IS EMPLOYEE EXPERIENCE?

To put it in dictionary-style terms: employee experience is the perception or feeling that comes from the sum-total of all the **experiences** an employee has throughout their time with an organization. It essentially boils down to the way one encounters relationships, culture and purpose where they work.

Organizations with an amazing employee experience have crafted a culture and sense of purpose that employees can feel, at every moment. This starts at the first touchpoint in the employee **lifecycle** and continues through seamlessly to every other stage.

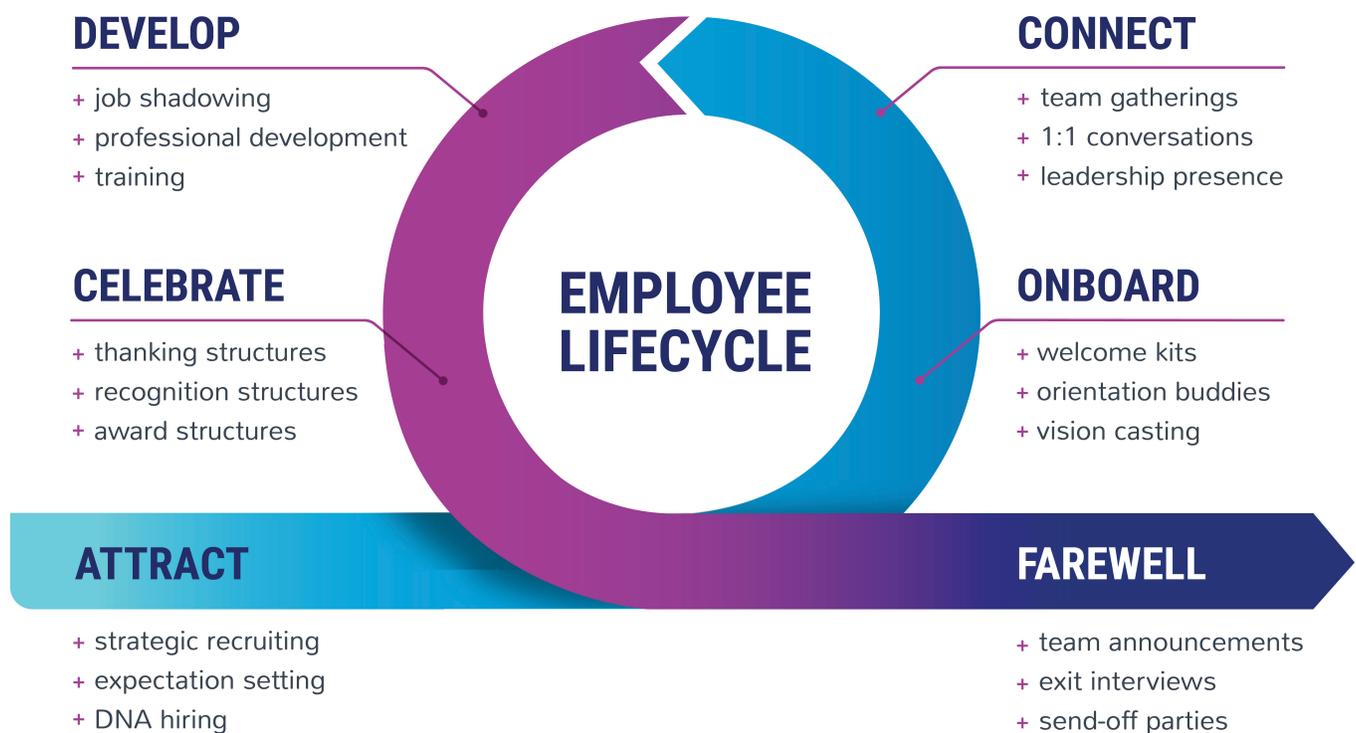
It's also fair to remember that employers don't have control over every aspect of their employee's experience, so as we consider "what employee experience is", we should focus on the **practices** and **norms** we establish within our strategic control.

Well-crafted experiences create a sense of purpose that employees can feel at every moment.



# THE EMPLOYEE LIFECYCLE

Thinking of the employee experience in a lifecycle format helps as we aim to craft an end-to-end journey for the employee. Most employee lifecycles do follow this general path, but how we think about the journey can vary and be adapted from organization to organization.



How could you weave **unforgettable experiences** through your employee lifecycle?



# HOW DO WE CRAFT THE EMPLOYEE EXPERIENCE?

As we consider an integrated employee experience, in light of the employee lifecycle, we look for areas that need some extra attention. But what are the **biggest opportunities?** Use these pointers to help decide:

## Where are the experience dips in your employee lifecycle?

- Conduct an employee survey that focuses on satisfaction during key lifecycle moments.
- Have a third party conduct exit interviews and consider carefully what you might learn.
- Keep tabs on employer review sites where your organization is receiving comments.
- Think of ways to welcome anonymous feedback so employees can share candidly at any time.

## Which part of the lifecycle needs priority attention?

- Based on feedback received, decide which pain points are coming up over and over.
- Review the common areas that are creating visible drops in productivity at key lifecycle stages.
- If there is an employee retention issue, identify the lifecycle hump causing the most attrition.
- Make sure you're doing the essentials and then get passionate and creative with the rest.

At Vision Wheel we love nothing more than guiding organizations through this whole journey. Already done some of the legwork? Bring us in to get even more innovative with your execution.

# WHY SHOULD WE PRIORITIZE EMPLOYEE EXPERIENCE?



Only 21% of employees would leave a company with great employee experience

– IBM

Employees who feel their voice is heard are 4.6 times more likely to “give it their all” at work

– Salesforce

Companies with great employee experience outperform the S&P 500 by 122%

– Accenture

Prioritizing employee experience makes a big difference, drastically lowering turnover while igniting new levels of engagement. Employees who know they're valued through an intentionally crafted employee experience put in more effort. The results are always visible through employee productivity and performance. And the payback keeps coming – an enhanced employee experience translates to a superior customer experience too. Customers actually notice a real difference when the employee experience is prioritized.

It's a proven ROI snowball effect that drives better bottom line **results**.

At [Vision Wheel](#), we've discovered there are few things more rewarding than transforming an organization's employee experience through a customized, creative approach that oozes personality and style.

As we continue to reimagine employee experiences across financial, telecom, government, education, consulting and philanthropic sectors, we find ourselves right in the middle of one of our very own favourite experiences too! That is, seeing people and their organizations thrive in ways they never imagined.

How could an [employee experience strategy](#) transform your workplace?

**START YOUR JOURNEY OF DISCOVERY TODAY.**





# VISIONWHEEL

Vision Wheel is an internal communications agency specialized in one-of-a-kind employee experiences, result-defining employee education and long-lasting employee engagement.

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