Increase Retention and Attraction with an Exceptional Employee Experience

Introduction/Agenda

- What is an exceptional employee experience

- Why is it important

- What is an employee cycle

- Overview of the life cycle and how to make an experience exceptional

- Technology

- Metrics

- Summary

What is an exceptional employee experience

Employee experience is how an employee feels during each contact they have with their employer during their professional relationship.

From the very first time the employee meets or encounters the employer, like on a job board, to any interaction after the employee leaves the company.

This is often referred to as the employee life cycle.

Why is an Exceptional Experience Important

Money is no longer the primary motivating factor for employees.

An exceptional employee experience creates a competitive advantage.

With the right employee experience strategy, you can boost your ability to attract, engage and develop high-performing employees.

It defines your culture!

Employee Life Cycle

➢ Attraction

➢ Recruiting & Talent Acquisition

➢ Orientation & Onboarding

➢ Engagement & Retention

➢ Performance Management

➢ Learning & Growth

➢ Recognition

➢ Wellness & Work Life Integration

➢ Separation/Offboarding.

Attraction

What makes an employee want to work at your company?

An employee experience is based on your company's **values, goals and purpose.**

Once you have established these things, you want to integrate them into every step of the employee's time with you.

Attraction

Goal: Build a strong employer brand to attract top talent.

- **Employer Branding:**
  - Clarify employer branding strategy that highlights company culture, values, and benefits.
    - Employer Brand Development is a separate project
  - Utilize social media, company website, and job boards to promote the brand.

- **Employee Value Proposition (EVP):**
  - Clearly define and communicate what makes the company a great place to work.
  - Showcase testimonials and success stories from current employees.

- **Community Engagement:**
  - Participate in job fairs, industry conferences, and community events to increase visibility.
  - Engage in corporate social responsibility (CSR) initiatives that reflect company values.

Recruiting

Goal: Ensure a seamless and positive candidate experience

Streamlined Process:
- Simplify the application process with user-friendly tools.
- Ensure timely communication and feedback to candidates.
- Integrate AI tools to create efficiencies

Job Responsibilities:
- Clearly define requirements, responsibilities for each position
- Benchmark compensation

Recuiting

Candidate Experience:
- Train hiring managers and recruiters on providing a positive candidate experience.
- Personalize interactions and keep candidates informed at every stage.

Diversity and Inclusion:
- Use diverse hiring panels and standardize interview questions.

Pre-boarding

Create a Plan & Schedule

- o Send welcome packs and necessary information before the start date.

- o Begin Onboarding paperwork

- o Create a structure for that day, but also make it unique to that individual.
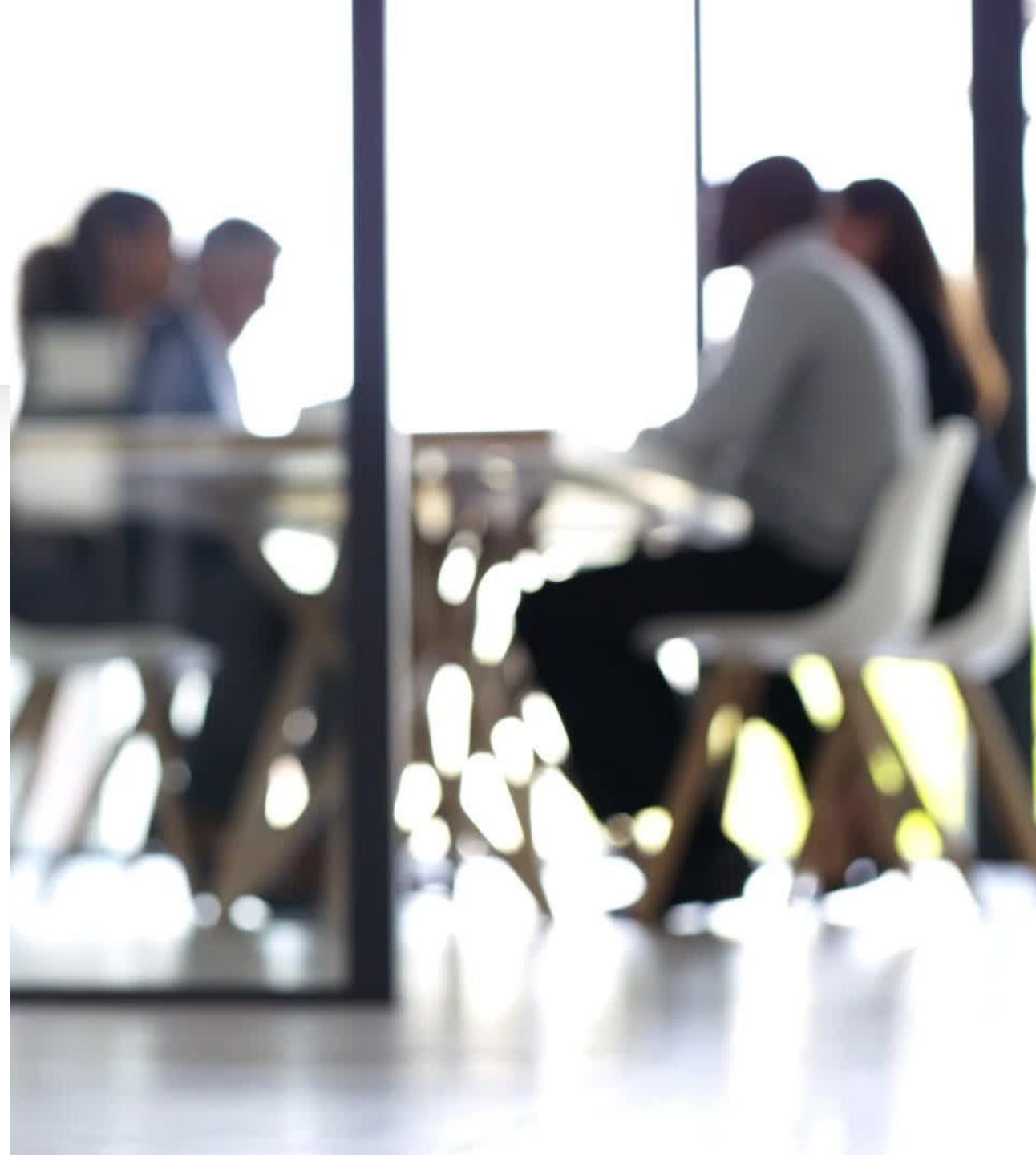
Orientation

Goal: Welcome & make the new employees feel at home in the new environment.

Orientation and onboarding begin the very first day with your company and continues throughout the 1st year

- Give them a **warm welcome** and introduce them to their teammates and their individual work area.

- **Introduction into culture**: share vision & value

- **Get direct manager involved** through this process. It is important to begin that relationship positively from day one.

- Give them a **tour of the company** site(s) and introducing them to department heads and their teams

Onboarding

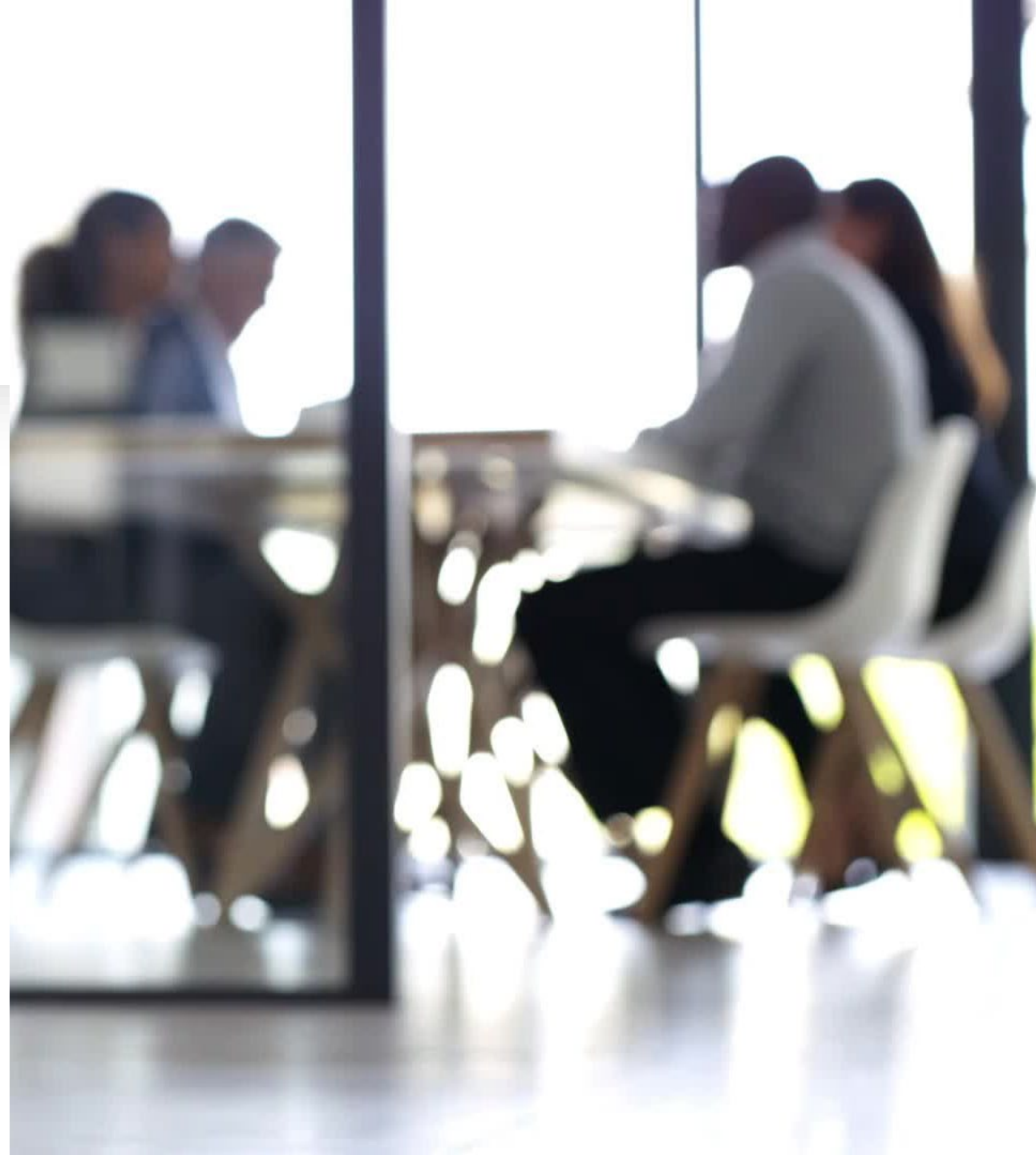**Goal: Integrate new hires effectively into the company.**

Onboarding is more than day one it is a **span of time that welcomes** your new team member acclimate gracefully into your organization.

Create a standard process & checklists for consistency

Assign a buddy or mentor

Introductions to Team Members

Schedule time with departments to meet team members and learn

Onboarding

Create Job Training Plan:
- Included in first 4 days of onboarding
- Build out current Training Schedule
- Create written/standard job specific training programs

Establish routine:
- Create a daily schedule to develop a comfort

Follow-up:
- **Implement a mindful plan** for managers to meet one on one 30 days, 60 days, 90 days, 6 months

Constant feedback and interaction with a new hire is crucial in helping the integrate into their new environment.

Onboarding

First 30 days is most crucial.

When asked about their most common frustrations, respondents in Bamboo HR's study said:

- No clear points of contact for questions (65%)
- Not enough training on company products/services (62%)
- Lack of access to essential tools (58%)
- Technology issues (e.g., malfunctioning computers, lack of setup, etc.) (51%)
- Not having a single person acting as an onboarding guide (50%)

Engagement

- Employee engagement is **a continuous effort.**

- **Tailor strategies** to your organization's unique culture and needs

- **Foster open communication** between management and employees by creating channels for feedback and suggestions.

- **Organize team-building activities**, workshops and events to promote a sense of camaraderie.

Celebrate Employees

- Make time to recognize and appreciate all your employees.

- Celebrate milestones and achievements, such as work anniversaries and project completions.

- Implement an employee recognition program that ac knowledges outstanding performance

Performance Management

- Set **clear performance expectations** and be sure to do periodic check ins to provide feedback and ensure team members have what they need to be successful

- **Conduct performance reviews** to discuss strengths, areas for improvement and career aspirations.

- Tie performance evaluations **to career growth opportunities** and rewards. Don't tie to pay increases.

- **Set schedules** and keep to them

- Hold individuals accountable. This is included in checkin's

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Performance Management

- Train managers how to administer reviews with consistency and give constructive feedback

Remember:

- When requesting an employee's feedback whether it is a survey, performance review or a simple conversation, **always provide a response**. Even if the changes are not made, acknowledging the employee's input and that you heard them is crucial.

- Unanswered surveys can cause the opposite outcome of what this strategy aims to accomplish.

Learning & Development

- **Encourage employees** to set and achieve personal and professional goals.

- **Mentorship and Coaching**
  o Establish a mentorship program to support career growth.
  o Provide coaching sessions for skill enhancement and leadership development.

- **Identify skills gaps** and opportunities for upskilling current employees

Training & Education

- Offer a variety of training programs (**technical, soft skills, leadership**) to cater to different needs.

- Provide access to **online learning platforms** and resources.

- Provide **ongoing training opportunities** to help your employees improve their skills and stay up-to-date with industry trends.

- They should **set personal development goals** too, and you can encourage this by offering your support to achieve them.

- Also consider **cross training and job rotation**, as these can give employees a much broader perspective of the business

Career Growth & Advancement Planning

- Encourage employees to set and achieve personal and professional goals.

- Provide a clear path for career advancement within the organization.

- Offer opportunities for employees to take on new responsibilities and leadership roles.

- Support employees in pursuing further education and certifications that align with their career goals

Work Life Integration

- **Implement flexible work arrangements**, when possible, to accommodate employees' personal needs.

- **Encourage the use of paid time off** and ensure that employees are not overburdened with excessive workloads.

- **Promote a healthy work-life balance or integration** to prevent burnout and boost overall well-being.

- **Work Life Balance vs Integration**: Integration allows the employee to make work part of their life whereas balance keeps them separate

Employee Wellness

- Offer wellness programs that focus on physical, mental and emotional well-being.

- Provide resources for stress management, mental health support and work-related counseling.

- Make time to recognize and appreciate all your employees.

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Separation of Employment

Help employees leave with a positive experience

Exit Interviews

- Gather feedback to identify areas for improvement.
- By maintaining positive relationships with former employees, *you* have the potential to rehire them at a later date or benefit from their network
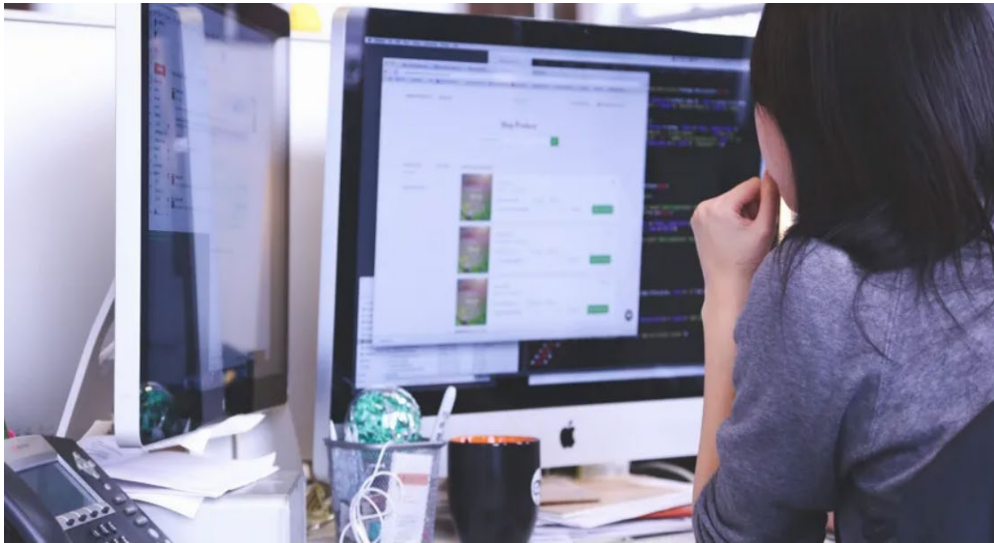
Separation agreements vs severance packages

- Separation Agreements - Involuntary
- Severance Package – Voluntary or Long Term Employee

Alumni Network

- Establish an alumni network to maintain relationships with former employees.

Technology & AI

Use Technology to make processes more effective and efficient. Spend time where it counts.

- **Recruiting:** Initial screening, assistance in process (Indeed)

- **Onboarding:** Paperwork (Payroll Provider)

- **Performance Review :** Track Process

- **Learning & Development**: Find ideas

- **Team Collaborations**: Remote software

- Track Metrics

Considerations:

- Use as a tool, not a replacement for Human Interaction

- False data

- Ethics: Review for bias, privacy concerns

Metrics

Employee performance:

This is a way to measure how well your employees are doing their jobs, and how they contribute to the organizational goals.

Assess: Use various indicators, such as productivity, quality, efficiency, customer satisfaction, innovation or revenue.

Evaluate: the impact of your employee experience initiatives on your business outcomes, and reward and recognize your high-performing employees.

Other metrics:
- Tracking Safety /Incidents
- Tracking Turn Over & Retention

Metrics

Employee Surveys and Feedback:

Ask employees about various aspects of their work experience such as their motivation, challenges, expectations and recommendations.

They can also be done periodically (monthly or quarterly) to track changes and trends over time.

Some examples: candidate experience surveys, onboarding surveys, employee engagement surveys, employee net promoter score, pulse surveys and exit surveys

Summary

- Remember change doesn't happen overnight. Pace your self. Commit

- Create over all strategy and goals

- Create an action plan
  - Timeline for each area
  - Responsibility assignment
  - Project management

- Implement Plan

- Measure & Analyze

- Adjust and repeat

Questions?

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Thank you

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