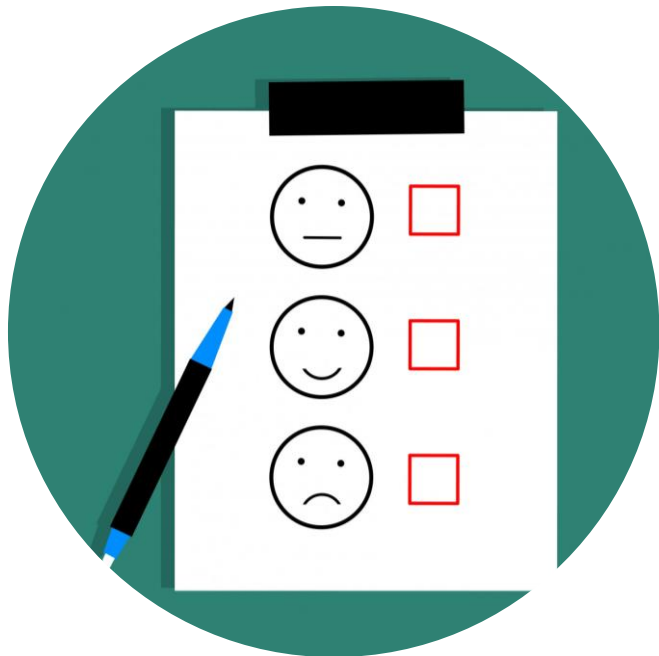


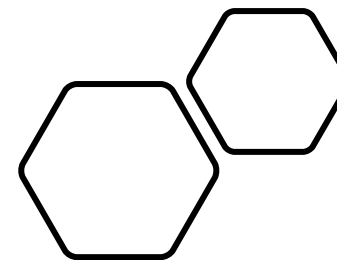
It's All About the Experience!

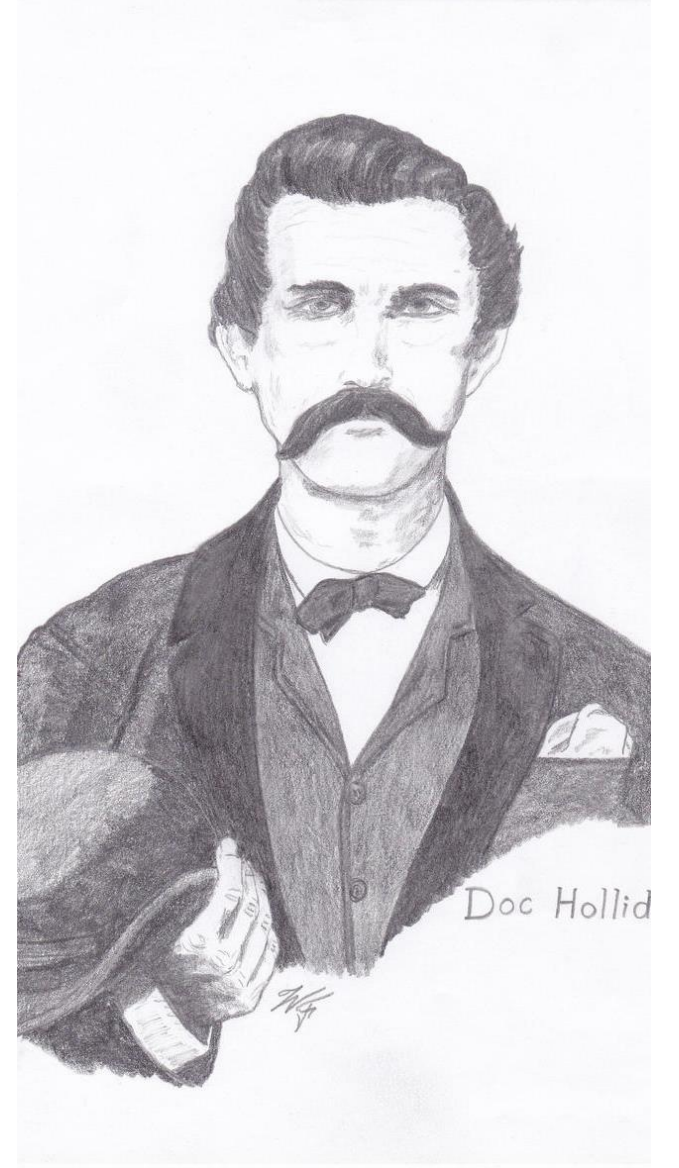
Dr. Trish Holliday, SPHR, SHRM-SCP, IPMA-SCP, CPC



**Elevating the
Employee
Experience**

2024 CONFERENCE







WHAT'S YOUR
ONE WORD?

ENCOURAGE

SURELY

CREATE

FORTITUDE

LISTEN

AWAKE

PATIENCE

FAITHFUL

INTENTIONALITY

COMPASSION

GRATITUDE

PROUD

DEVELOP

DILIGENT

OBEDIENCE

EMPOWER

• Perseverance

- per·se·ver·ance | \ ,pər-sə-'vir-ən(t)s
- continued effort to do or achieve something despite difficulties, failure, or opposition
- the action or condition or an instance of persevering: **STEADFASTNESS**

**Learning
targets:**

Explore the mission critical elements that must be in place from the job posting to the retirement party

Discover what is important at every stage as employees learn, do, see, and feel during their employment

Learn how the employee experience is directly related to customer satisfaction



—

EX

What is it?

It must be like
a sundae with
the toppings!

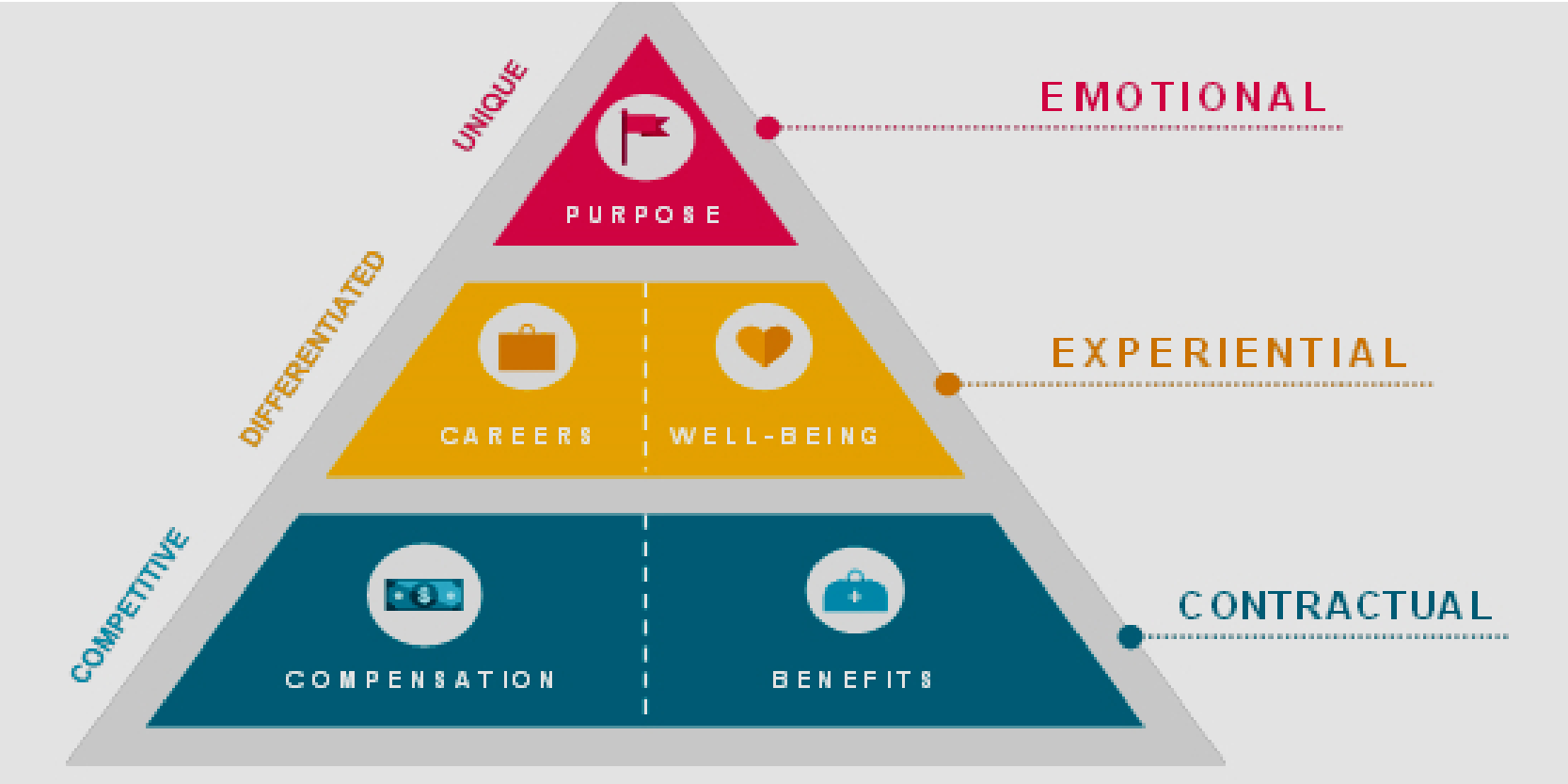




**Every sundae
starts with a
good base!**



An importance of the employee value proposition

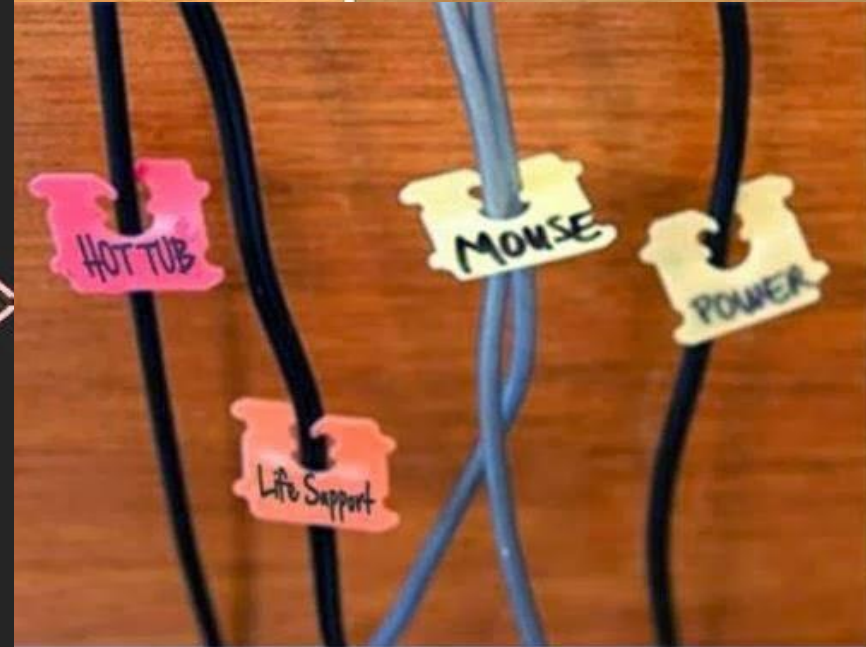


Functional Fixedness

From the work of
Dr. Karl Duncker

Functional fixedness is a cognitive bias that limits a person to use an object only in the way it is traditionally used.

RUB A WALNUT ON DAMAGED WOODEN FURNITURE TO COVER UP DINGS



Use bread clips to label and organize power cords.

The most
dangerous phrase
in the language is "we've
always done it this way."

Real Estate Group Paper



This is the way we have always done it.....



That is not how we do it around here...

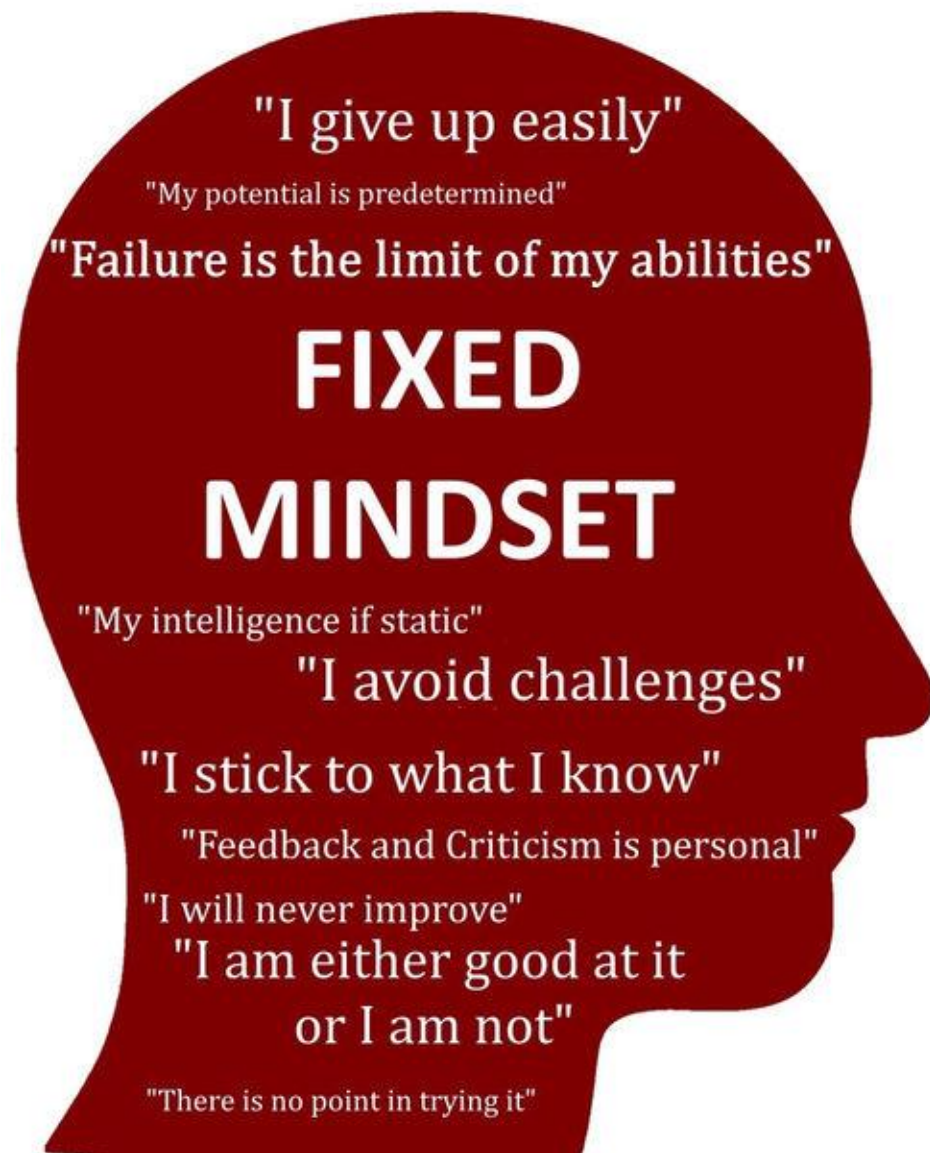


If it is not broken, why fix it?



This has worked for twenty years, and it is still working now....

How are we challenging these statements in our organizations?



"I give up easily"

"My potential is predetermined"

"Failure is the limit of my abilities"

FIXED MINDSET

"My intelligence is static"

"I avoid challenges"

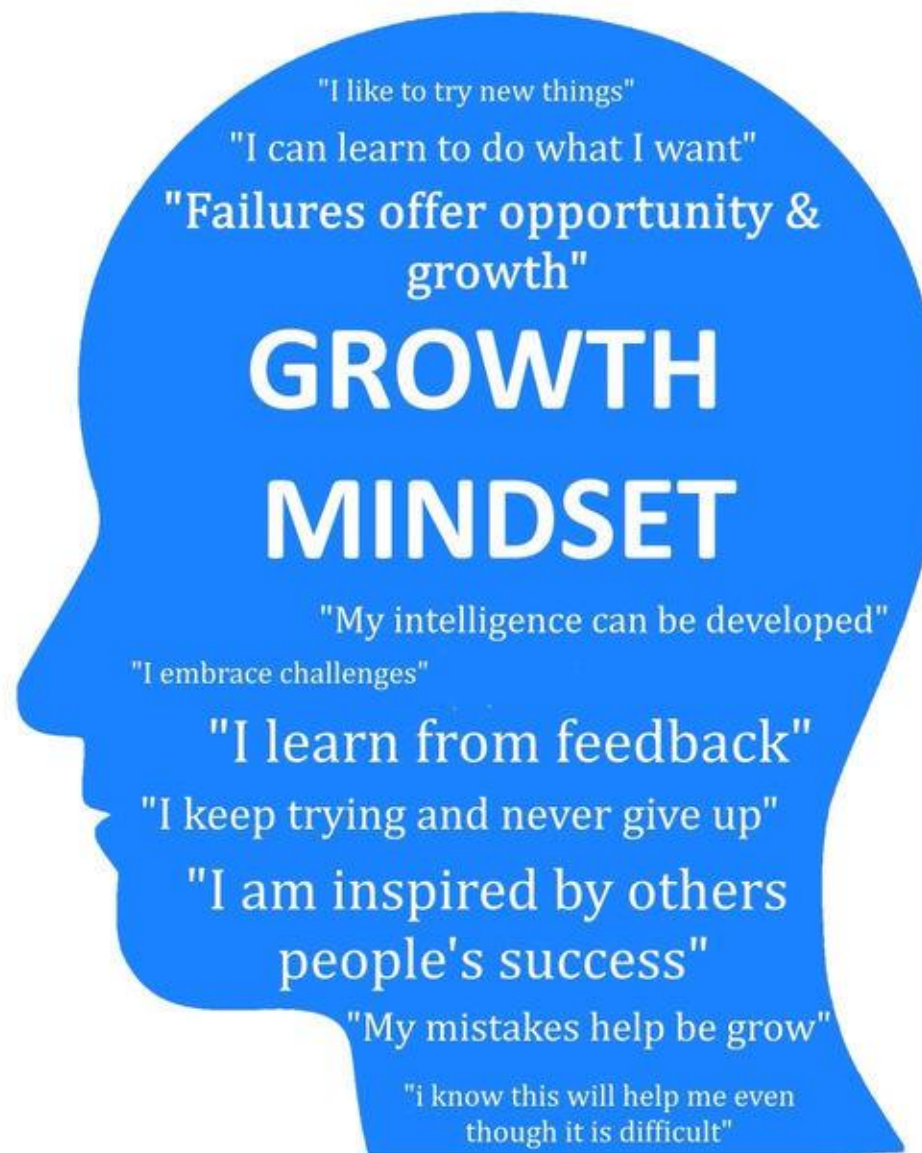
"I stick to what I know"

"Feedback and Criticism is personal"

"I will never improve"

"I am either good at it
or I am not"

"There is no point in trying it"



"I like to try new things"

"I can learn to do what I want"

"Failures offer opportunity &
growth"

GROWTH MINDSET

"My intelligence can be developed"

"I embrace challenges"

"I learn from feedback"

"I keep trying and never give up"

"I am inspired by others
people's success"

"My mistakes help me grow"

"I know this will help me even
though it is difficult"



Start with a Mindset Shift



CULTURE

HISTO
HUMAN
GENERATIONS
POPULAR
KNOWLEDGE
HISTORY
CITY
FOLKLORE
ETYPES

DIVERSE
INFORMATION
LOCATION
ETHNIC
GENERATION

ETHNIC
COUNTRY
RELIGION
ART
PEOPLES
VALUES
SKILLS
FAMILY
COMMUNITY
COUNTRY
HISTORY
CULTURAL
KNOWLEDGE
FOLKLORE
GENERATION
SOCIETY
LANGUAGE
INFORMATION
FOOD

Organizational Culture

“...the way people think and act.”

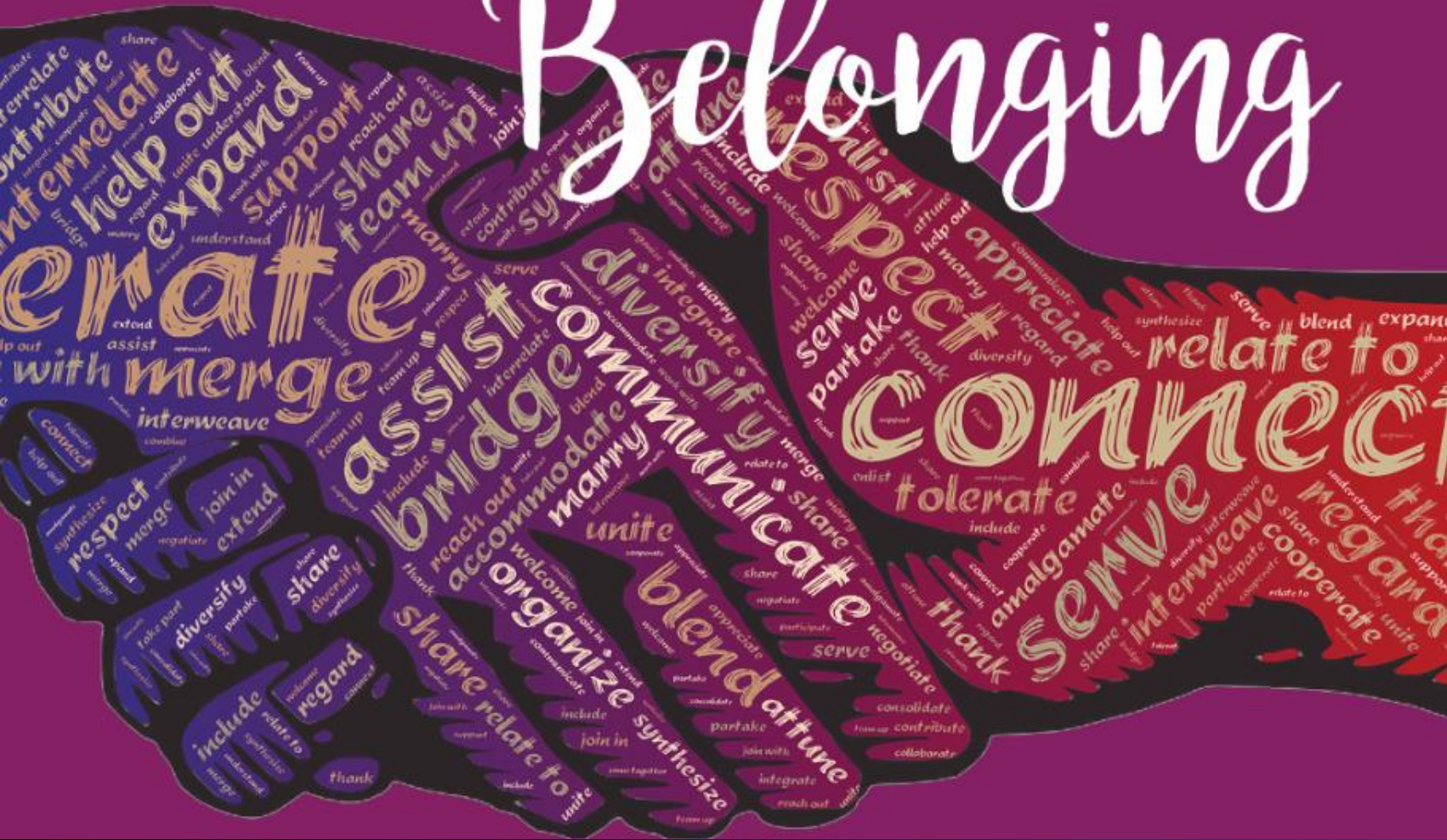
*Change the Culture,
Change the Game,*
Roger Connors and
Tom Smith



EX

Where do
we **Start?**

Belonging



Civility and Belonging are Key Cultural Drivers

**YOU MIGHT
BE RIGHT**

THIS OR **THAT**

SHARED VALUES



THE 3 R STRATEGY FOR CREATING THE EMPLOYEE EXPERIENCE



RECRUIT

RETAIN

REWARD



RECRUITMENT

QUALIFICATION

Training

Experience

Skill

Talent

INTERVIEW

TOGETHER

Candidates

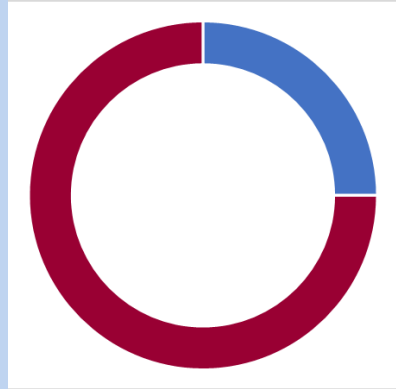
30% Benefits

Bonus

APPLICATION

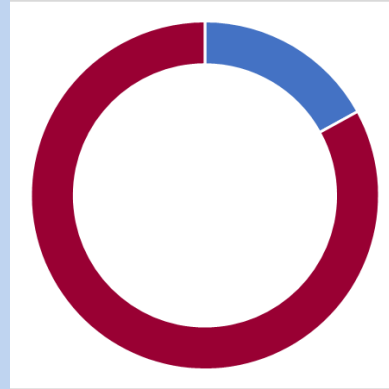


The Value of an Employer Brand



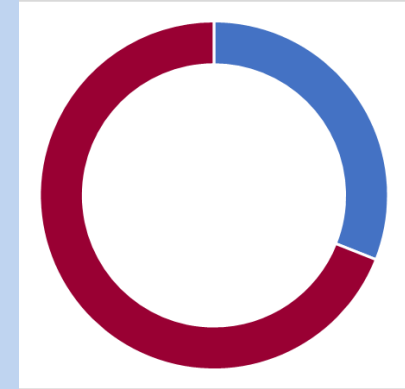
75%

...of candidates research an organization's reputation and Employer Brand before applying for a job



83%

...of Employers say that Employer Brand plays a significant role in their ability to hire talent



69%

...of candidates would NOT accept a job in an organization with a bad reputation even if they wouldn't have a job

The Importance of Storytelling in Recruiting

- It helps you connect with candidates on a deeper level
- It helps build initial trust
- It creates a sense of shared purpose





**RETAIN
TOP
TALENT!**

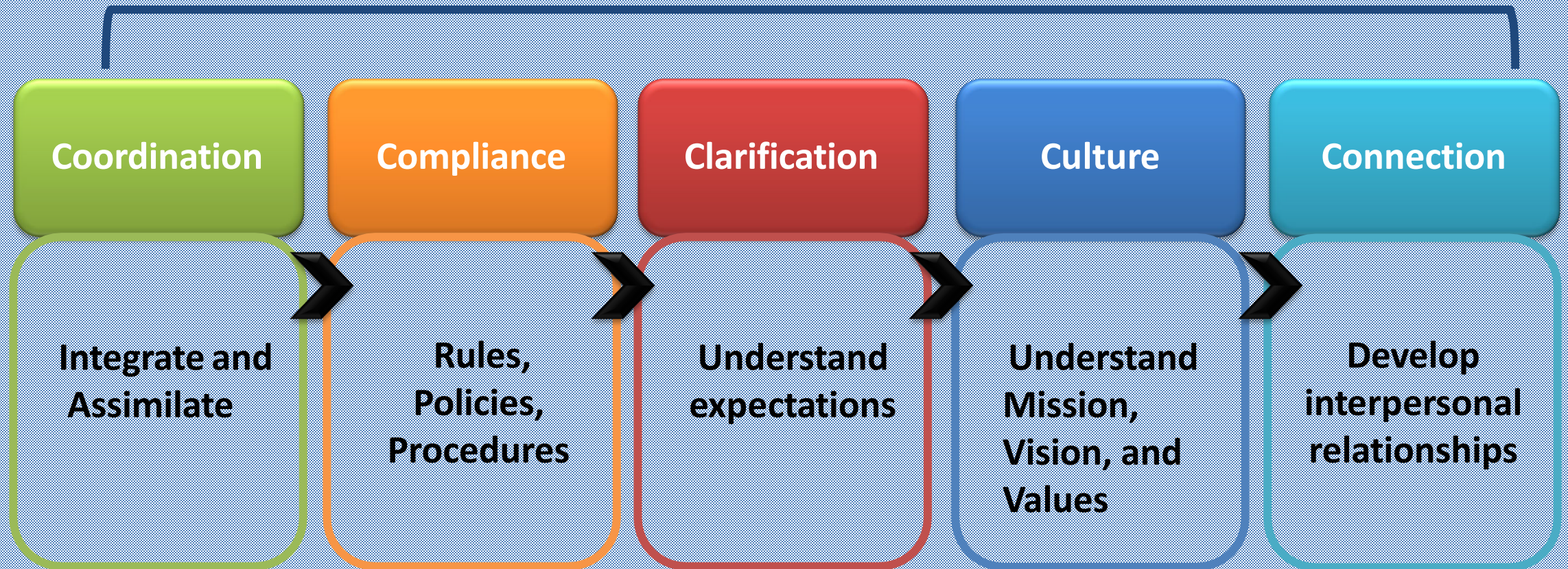


WELCOME

ON BOARD

Effective On-Boarding Strategy Makes the Difference

5 C Strategy



Patrick Lencioni

3 things all employees need to feel like they belong and to increase “**stayability**”

1

Employees need to be known by their manager

2

Employees need to know their job matters

3

Employees need to know if they're doing their job well



FEEDBACK FIT



feedback











The Essential Ingredients for Creating a Positive Employee Experience

- **Opportunities to Build Healthy Work Relationships in a Culture of Civility and Belonging**
- **A Feedback Fit Workplace with Defined Growth and Development Pathways**
- **An Inspiring and Rewarding Environment where High Performance is acknowledged and appreciated**



How do we measure up?