The Employee Experience

3 Essential Contracts to Attract, Retain, and Engage Your Workforce

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Your Hosts

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The CX Myth

It’s all about the “Customer Experience” right?

What else could possibly matter?
The Customer Experience

59% of 25-34 year-olds say they share poor customer experiences online

After a negative customer service experience:

- 58% will never use the company again.
- 49% will tell friends not to use business.
- 34% say they would take revenge posting a negative online review.

After a positive customer service experience:

- 69% would recommend the company to others.
- 50% would use the business more frequently.

Sources: NewVoice Media, 2015; Salesforce 2015
“They’re digging in the wrong place!”
The Foundation for a Great CX begins with a well-designed EX

“Always treat your employees exactly as you want them to treat your best customers.”

– Stephen Covey
The Foundation for a Great CX begins with a well-designed EX

“There are only three measurements that tell you nearly everything you need to know about your organization’s overall performance: employee engagement, customer satisfaction, and cash flow…

It goes without saying that no company, small or large, can win over the long run without energized employees who believe in the mission and understand how to achieve it.”

—Jack Welch
But, what would your employees tell others about your organization?
What is the Employee Experience?

Chronological Events
The Employee Lifecycle

Pre-hire
• Search/Ad
• Submit Resume
• Offer/Rejection
• Interview

Onboarding
• Orientation
• Benefits Overview
• Training

Performance
• Reviews
• Recognition
• Goal-setting

Growth
• Training
• Assignments
• Promotion

Exit
• Termination
• Resignation
• Exit Interview
• Post-exit
The **employee experience** is the operating environment for your people. If this environment is properly structured, it will deliver predictable results.

The employee experience impacts the way an individual thinks, feels, and performs.
Building the “Right” Employee Experience

What do we mean when we talk about building the right employee experience?
The goal is not to build a well-functioning, chronological experience for your employees.

The goal is to build an environment where engagement grows and thrives.
“Less than 15% of employees across the globe are engaged in their work. The vast majority of employees are psychologically absent from their workplace, and are unlikely to be making a positive contribution.”
The Employee Experience

DecisionWise 2015-2016 benchmark database*

- Fully Engaged (23%)
- Key Contributors (Sometimes Engaged) (49%)
- Opportunity Group (Waiting to be Engaged) (24%)
- Fully Disengaged (4%)

*Based on over 20.4 million survey responses in over 70 countries
To engage ... or not

Everyone wants to be engaged

Some just don’t know how, OR

The environment doesn’t support it
This is not about creating a worker’s utopia, and it does not mean that work must be easy; employees are responsible for managing expectations and meeting the organization's requirements.

By establishing a clear set of expectations and promises—collectively known as the Contract—and upholding it consistently, employers can build the essential trust that leads to powerful employee engagement. (trust is the currency for engagement; it’s the fertilizer)
The Employee Experience
How to Attract Talent, Retain Top Performers, and Drive Results

By Tracy Maylett, Ed.D. and Matthew Wride, J.D.
1. The End Goal is a great Customer Experience.
2. A great CX is an outcome of having engaged employees.
3. The right Employee Experience is the platform that supports and promotes Employee Engagement.
4. We build the right Employee Experience through various tools, the most important of which is what we call “The Contract.”

By establishing a clear set of expectations and promises—collectively known as the Contract—and upholding it consistently, employers can build the essential trust that leads to powerful employee engagement.
The Contract: Three Subcontracts

1. The Brand Contract
2. The Transactional Contract
3. The Psychological Contract
Three Subcontracts

THE BRAND CONTRACT
The Brand Contract
Employee Value Proposition (EVP):

A set of associations and offerings provided by an organization in return for the skills, capabilities, and experiences an employee brings to the organization.

What does a good day at work look like for you?
Honoring the Brand Contract = Attracting The Right Employees
Three Subcontracts

THE TRANSACTIONAL CONTRACT
The Transactional Contract

What’s in the employer-employee transactional contract?
Honoring the Transactional Contract = Employee Retention
Three Subcontracts

THE PSYCHOLOGICAL CONTRACT
It’s Like an Iceberg
We have either...

Expectation Gaps

Expectation Symmetry
καιρός

Kairos – An opportune moment or interval of time that represents a turning point, decision, action, or opportunity; a time when conditions are right.

Chronos – Moments that come in chronological order.
Honoring the Psychological Contract = Employee Engagement
What is employee engagement?
Engagement is an emotional state in which we feel passionate, energetic, and committed to our work. In turn, we fully invest our best selves—our hearts, spirits, minds, and hands—in the work we do.
The Employee Experience

MAGIC

Meaning
Autonomy
Growth
Impact
Connection

Hearts, Spirits, Minds, and Hands

Satisfaction

Contractual

Transactional

Transformational
What is meaning?

Meaning

Your work has purpose beyond the job itself.
What is autonomy?

Autonomy

The power to shape your work and environment in ways that allow you to perform at your best.
What is growth?

Growth

Being stretched and challenged in ways that result in personal and professional progress.
What is impact?

Impact

Seeing positive and worthwhile outcomes and results for your work.
What is connection?

Connection
The sense of belonging to something greater than yourself.
What to do?

Focusing on the Employee Experience

1. Build the Blueprints for your EX
2. Perform a “Contract” Audit
3. Build or Modify Your Contract
4. Bridge Expectation Gaps
5. Identify Chronos and Kairos Moments
6. Watch your MAGIC grow
Join the Employee Experience Best Practices LinkedIn Group

https://www.linkedin.com/groups/6963681
Thank You!

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