

Employee Experience Architecture -- Worksheet

An Employee Experience (EX)

Architecture is a tool to help you align your employee experiences with your core values. Use it to imbue the core values of your desired culture into the daily experiences you create for your employees, so that they can soak them in and reflect them back with their behaviors and attitudes to your customers.

1. **EX Strategy** – as the “roof” of the “house” you want to build, describe the feeling or takeaway that all employees should glean from their entire experience with your organization.

2. **Desired Culture** – as the “foundation,” indicate the core values and/or defining elements of the culture that corresponds to your brand identity.

• **Tips:**

- *Take the Brand-Culture Fusion Assessment to help you identify the core values the correspond to your brand identity. <http://deniseleeyohn.com/FUSION>.*
- *Your EX Strategy (#1) and Desired Culture (#2) should be closely related and complementary.*

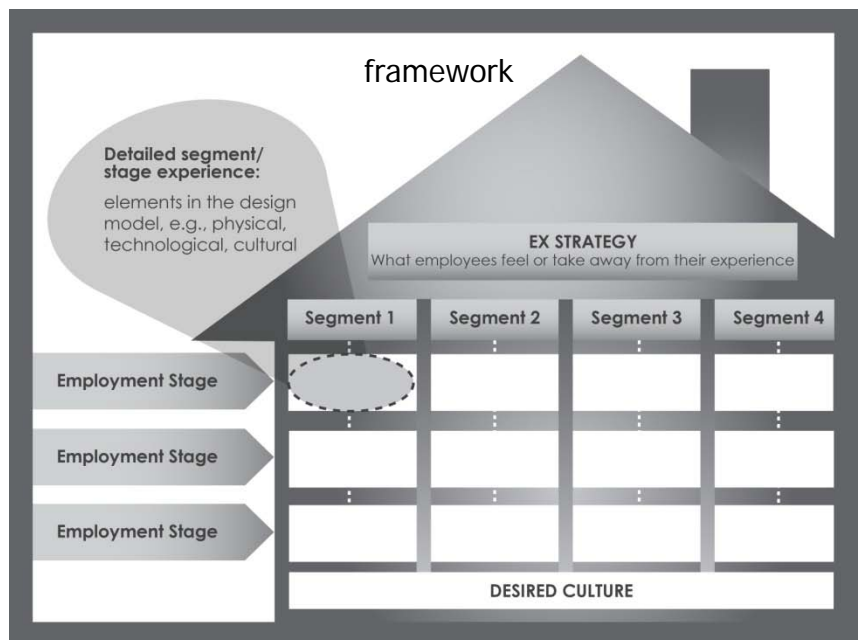
3. **Employment Stages** – specify the key stages or interactions of employment, from the beginning of an employee’s journey with your organization through to the end of employment. For example:

- | | |
|---|---|
| <input type="checkbox"/> Sourcing and recruiting | <input type="checkbox"/> Ongoing engagement, communication, and community involvement |
| <input type="checkbox"/> Pre-boarding | <input type="checkbox"/> Rewards and recognition |
| <input type="checkbox"/> On-boarding (orientation and initial training) | <input type="checkbox"/> Performance planning, feedback, and review |
| <input type="checkbox"/> Compensation and benefits | <input type="checkbox"/> Advancement |
| <input type="checkbox"/> Ongoing learning and development | <input type="checkbox"/> Retirement, termination, or resignation |

- **Tip:** *The EX at your organization may comprise the same or different, and more or fewer, interactions as this list. Identify the most salient and discrete interactions at your organization.*

4. **Employee Segments** – identify segments within your workforce and profile each based on their needs, wants, values, and expectations of employment.

- **Tip:** *Look beyond your organizational chart to identify meaningful employee segments, not simply those of role, department, or level.*



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5. Prioritization – create a grid using the stages from step #3 as the rows and the segments from step #4 as the columns. For each column/row intersection, designate its importance. Use the following criteria:

- potential impact on your culture
- importance of the employee segment
- size of the gap between what the stage currently delivers to employees and what employees feel the interaction should deliver to actually address their needs.

	segment 1	segment 2	segment 3	segment 4
stage 1				
stage 2				
stage 3				
stage 4				

6. Design Model – determine the categories of elements you will include in each experience. The most common design model comprises three categories:

- Environment -- elements of the physical workplace plus everything else that employees see, hear, touch, taste, or smell; for example, posters in the hallways, flowers or other decorative items, and food and drinks
- Tools -- technology and other instruments or materials that employees use, such as software applications, reference guides, and office supplies
- Intangibles -- elements that impact the way employees think and feel, including communications, leadership styles, and policies

Tip: A different design model might make sense for your organization, but be sure to explicitly set the categories of elements to include in your EX.

7. Experience Design – for each high priority intersection, describe in detail the ways you will meet employees' needs and cultivate your desired culture using each element of the design model you selected in #6.

*Tip: To start, focus on creating an experience for a single high-priority interaction and designate it a "signature experience." A signature experience is the most "visible, distinctive" experience of an organization's overall EX.**

8. Evaluation – assess the completed architecture as a whole "house." Check:

- Is every experience aligned with the overall EX strategy?
- Does each experience support your desired culture?
- Do the experiences complement and enhance each other?

Revise the architecture as needed.

*Source: <http://hbr.org/2007/03/what-it-means-to-work-here>

visit <http://deniseleeyohn.com/FUSION> to learn more about *FUSION* the book and to download the Employee Experience Architecture Template

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