


10 Essential Employee Experience Blogs



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READING TIME: 4 MINUTES



Employee Experience is one of the most vital issues for the HR profession. Understanding the need to focus on employees as true customers, developing and managing a true Employee Experience is essential for the progress of organisations. The topic is now widespread, but there are not yet really many resources that focus really on the topic. Building up this list has been therefore challenging. However I've decided to give it a try, and following my other "Essentials" list on [Organisation Design](#), [HR General Blogs](#), [Leadership Blogs](#), [Diversity and Inclusion](#), [Talent Acquisition](#), [Behavioural Science](#) and [Future of Work](#), here the list of blogs that I recommend and that focus on [Employee Experience](#).

As usual, the order of the list is completely random.

Table of Contents

1. Denise Lee Yohn
2. Laurie Ruettimann Blog
3. Jacob Morgan
4. TI-People
5. Ben Whitter
6. Accelerate in Experience
7. DecisionWise Blog
8. Sutherland Labs Blog
9. Qualtrics Blog
10. @Work

Denise Lee Yohn

UPDATE: Discover Denise's virtual options for your event.

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Best Bites


- Brands To Watch In 2020
- FUSION is Here
- 2018 Will Be the Year of Employee Experience
- 9 Different Types of Brands
- A New Scale-Up Your Brand Workbook to Solve the Problems of Scaling Companies



The New Employee Experience Mandate

Back in early 2018, I wrote "2018 Will Be the Year of Employee Experience." Little did I know that only a couple years later, it would already be "The Year of Employee Experience 2.0"! Yes, there's a new employee experience mandate (EX). The COVID-19 pandemic transformed so much so quickly, it's only natural that it [...]

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Great Brands Show How to Lead Through Challenge and Crisis

In difficult times like the COVID-19 pandemic and protests over racial injustice, you might be tempted to hunker down, keep a low profile, and avoid taking on risk. But now is not the time to pull back; you have the opportunity to push forward. In fact, crisis tend to separate those leaders

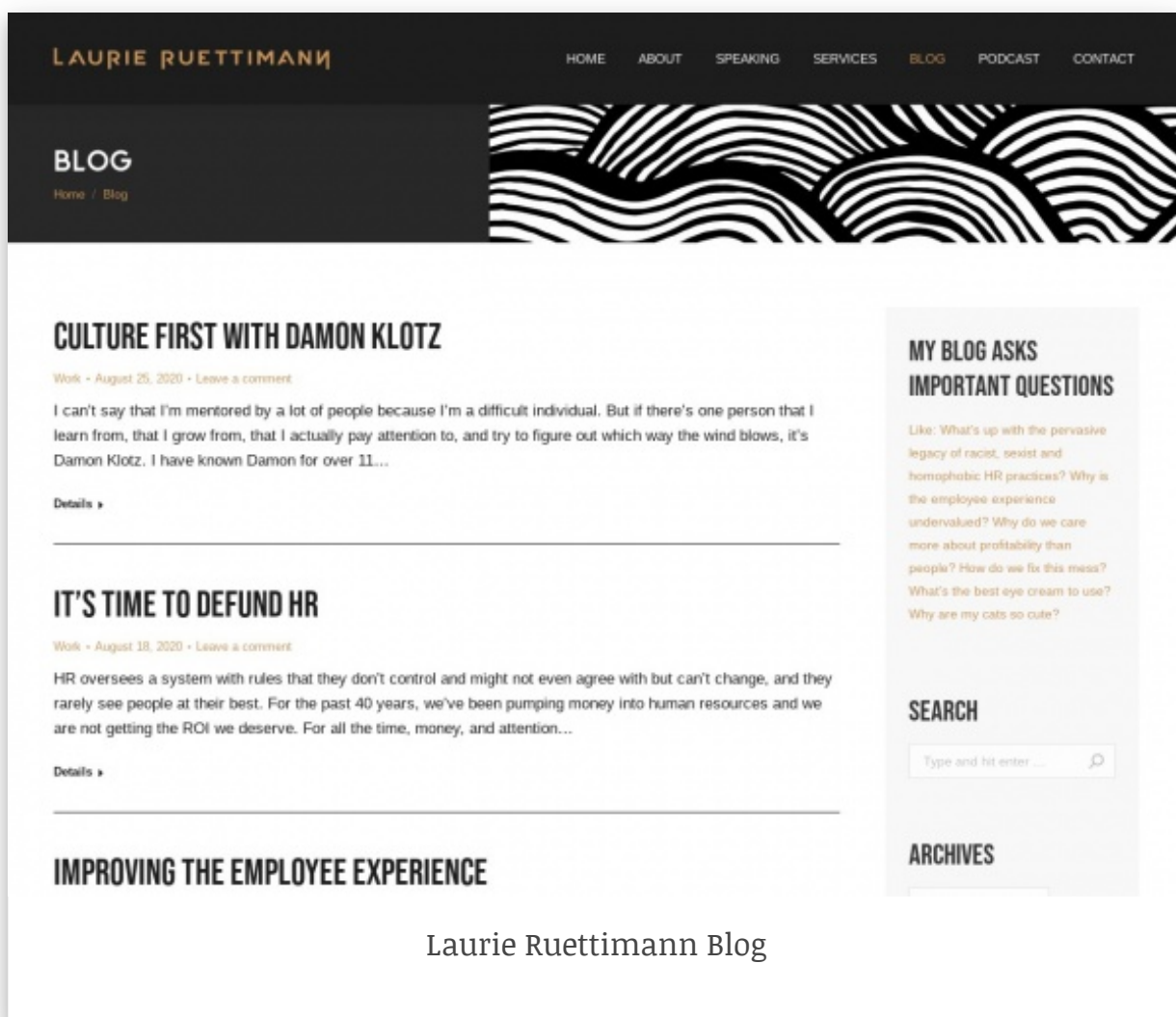
Denise Lee Yohn

Denise Lee Yohn is a Brand Leadership expert, speaker and author. I find very interesting (even if perfectly logical) the fact that she has decided to focus on Employee Experience as well, on top of her focus on Branding and Marketing content.

Some Notable Articles:

- [2018 Will Be the Year of Employee Experience](#)
- [Use Emotion To Connect With Customers and Employees](#)
- [Employee Brand Engagement](#)

Laurie Ruettimann Blog

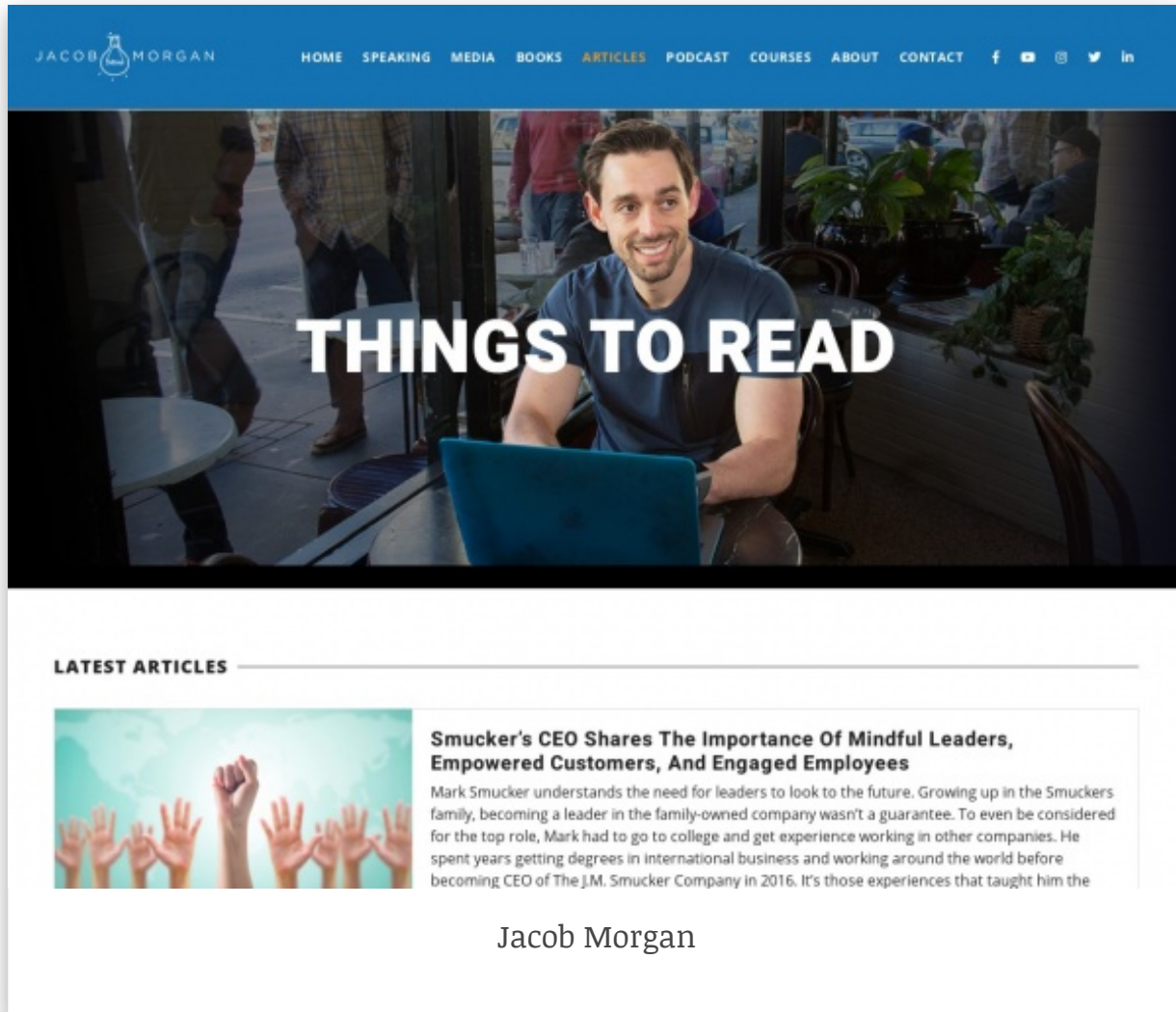


Laure Ruettimann is a speaker and author that focuses on Work and Employee Experience. Her blog pursues a wide range of topics, but I came to appreciate her work specifically because of her attention on the experience design and the way that Work gets interpreted.

Some Notable Articles:

- [Empowering Employees and Non-Leaders Through Workplace Storytelling](#)
- [Falling in love with Life, Work & Customer Service](#)
- [Improving Employee Engagement won't Fix Work.](#)

Jacob Morgan



Jacob Morgan is the author of [The Employee Experience Advantage](#), a book I've reviewed already and this is one of the first on the topic of Employee Experience. He is very active on multiple platforms, including LinkedIn, not only on the topic of Employee Experience. However, these are the posts that he always brings out with the most interesting content.

Some Notable Articles:

- [Why Employee Experience Matters Now more than Ever](#)
- [How Often Should you Measure Employee Engagement](#)
- [Three Things to Do to Make Employees Feel Valued](#)

TI-People



TI-People is a consulting company specialised solely in Employee Experience and the proponent of the Employee Experience Index. As such, its content is highly focused, and always engaging, particularly as most of the topics covered are co-created with their clients.

Some Notable Articles:

- [The Vicious Circle of Employee Experience](#)
- [Next generation Employee Experience: shift perspectives to shift outcomes](#)
- [What is the state of EX?](#)

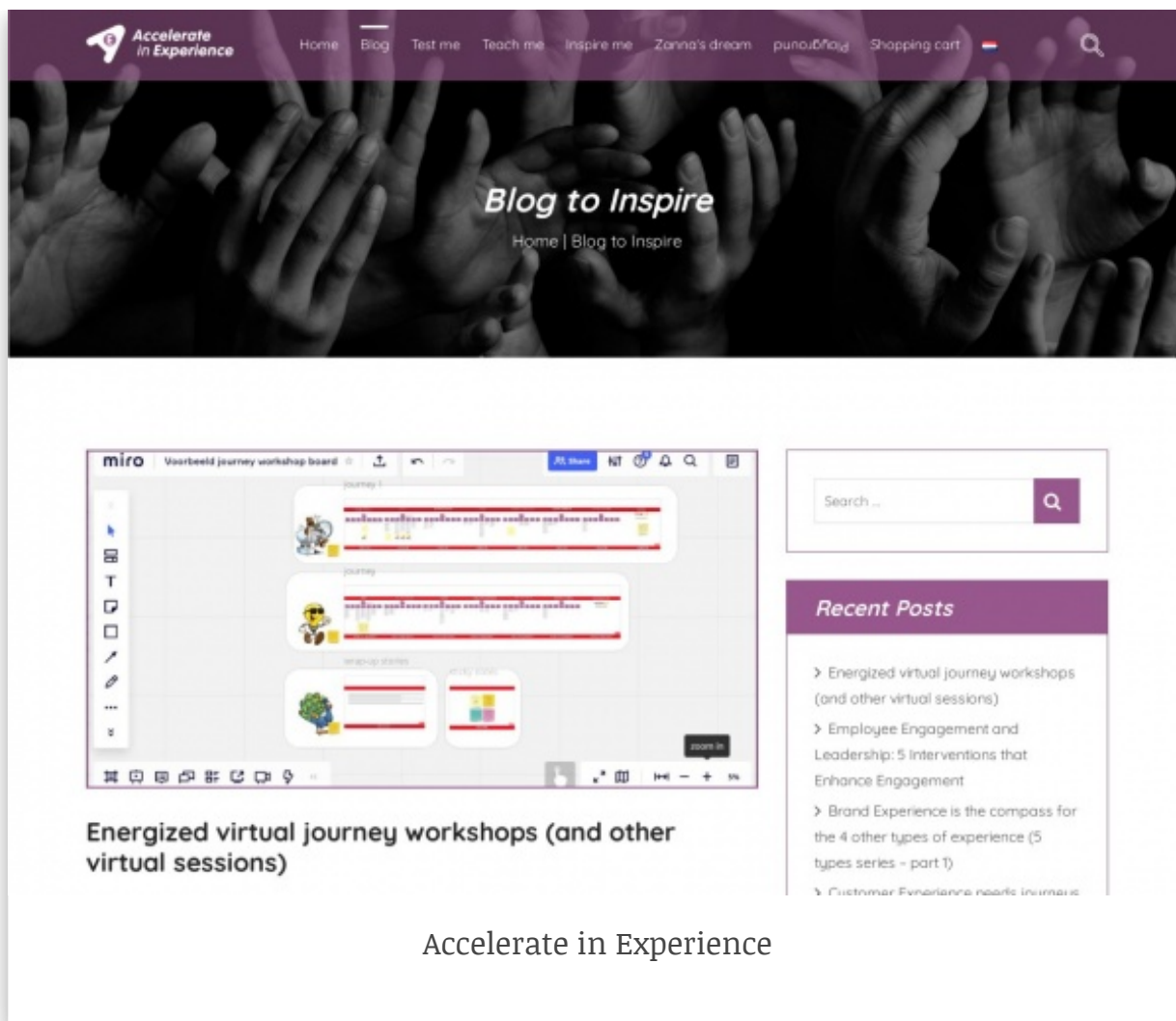


Ben Whitter defines himself as “Mr Employee Experience”. Author of the book that goes by the same name, he has created the World Employee Experience Institute. Although he has stopped adding new posts lately, his articles are always poignant and with good content.

Some Notable Articles:

- [Why Your CEO Is The Chief Experience Officer](#)
- [Go Beyond Engagement with the Best in Employee Experience](#)
- [One Thing That Massively Improves the Employee Experience \(EX\)](#)

Accelerate in Experience



Accelerate in Experience

Accelerate in Experience is the blog of Zanna van der Aa, a PhD and Customer Experience expert which often also writes on the topic of Employee Experience.

Some Notable Articles:

- [Employee Experience is just as relevant as customer experience](#)
- [Drivers of employee satisfaction](#)
- [Employee Engagement and Leadership: 5 Interventions that Enhance Engagement](#)

DecisionWise Blog



Generating Preview...



DecisionWise Blog

DecisionWise is a consulting company that has pushed its focus on Employee Experience recently. Its CEO and President have jointly published together a book titled *Employee Experience* and issued by Wiley. A podcast is available on the topic, and most content on the blog focuses on EX.

Some Notable Articles:

- [Infographic: How Leaders Can Help Shape The Employee Experience in Times of Crisis](#)
- [The Difference Between Employee Satisfaction, Employee Engagement, and The Employee Experience](#)
- [How to Get Your Company's Leadership to Listen](#)

Sutherland Labs Blog



Generating Preview...



Sutherland Labs Blog

Sutherland Labs is a service design thinking provider based in the UK and US, focused both on Customer and Employee Experience. It has a very rich blog, both in terms of topics covered and authors. The articles on Employee Experience are very relevant, and there are also a few case studies worth checking.

Some Notable Articles:

- [Employee Experience: Getting Started Isn't As Hard As You Think](#)
- [The Fastest Way To Improve Customer Experience Isn't What You Expect](#)
- [Designing Employee Experiences \(EX\): The next wave of workplace innovation](#)

Qualtrics Blog



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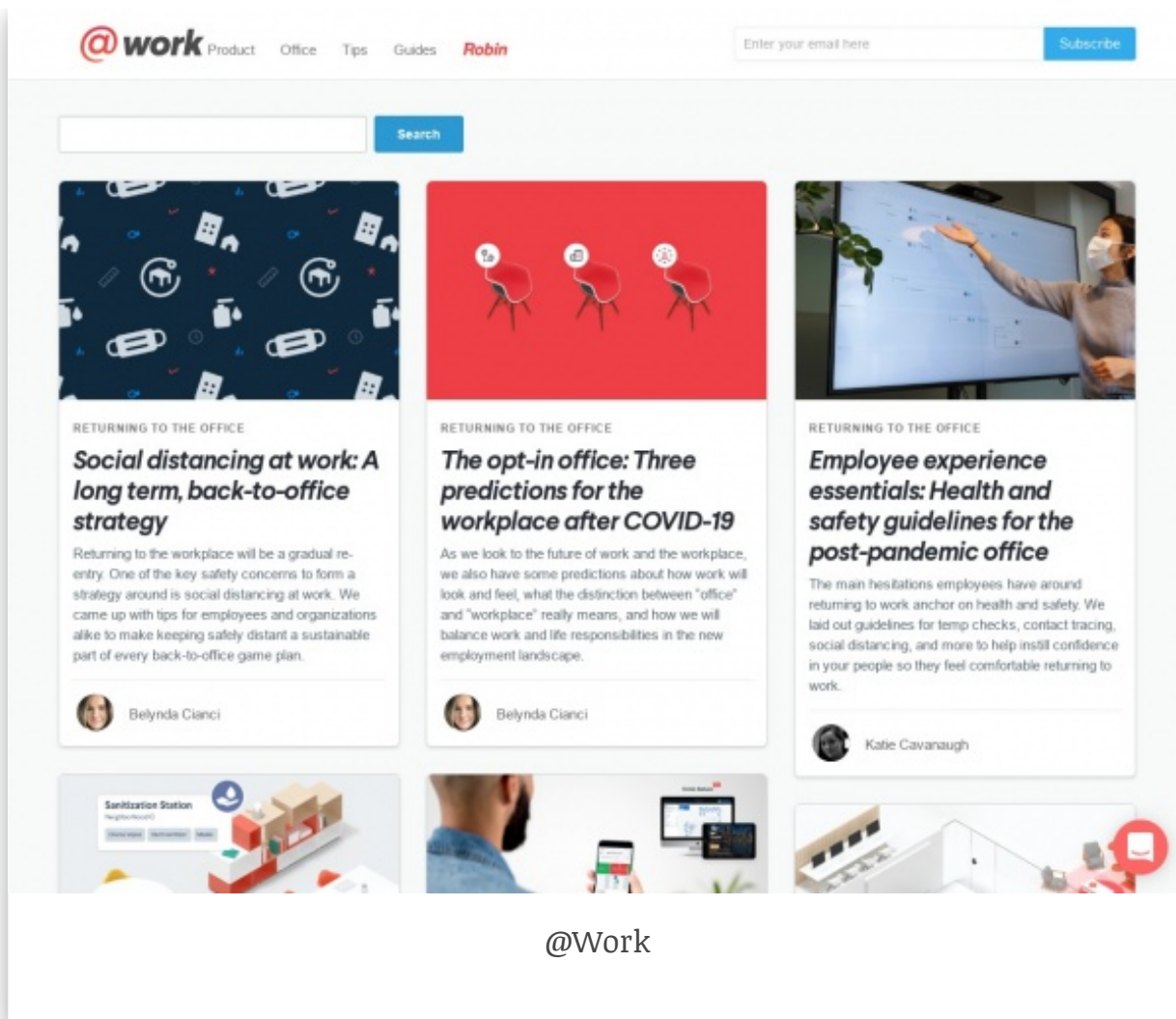
Qualtrics Blog

Qualtrics is a company focused on Survey and Experience Management Software. Its blog focuses on Experience with a 360-degree view and has quite some interesting posts specific on Employee Experience.

Some Notable Articles:

- [Adjusting your Employee Experience \(EX\) program in times of crisis](#)
- [How to define and develop your workplace ethics](#)
- [What does workplace safety really mean?](#)

@Work



@Work

@Work is the blog of [Robin](#), a company providing software for meeting room and workspace management. The blog is focused on “Workplace Experience”, thus with a specific care on the physical side of Employee Experience. There’s a lot of content on this.

Some Notable Articles:

- [Office Management in 2020: Creating an Adaptable Workplace Experience Employees Can Thrive In](#)
- [Equipping Your Office for The “Work From Anywhere” Movement](#)
- [Generations in the Workplace: How to Give Your Diverse Staff What They Actually Want](#)

As usual, feel free to suggest more blogs, using the Comment Section below.

Sergio

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