

Good morning, everybody, Dennis Engelbrecht, Digging Deeper.

Today, I want to talk about the employee experience. What? Yeah, the employee experience. I know we've recommended in the past that everybody read a book called the Experience Economy. And we talk a lot about your customer experience in developing customers for life, customer loyalty, and making the experience construction great for your customer so that they'll want you to build for them again and again and again. Well, today it's all about people. So today I want you to think about the employee experience, that journey that the employee has with your company from the time they first heard about your company, interviewed for your company, got onboarded with your company, got hired, got in their position, moved through, got training up the line or whatever, but what is that employee experience like? And you could say, well, isn't that really the same thing as culture? And it is in a sense, but what I want you to think about today, certainly your culture affects your employee experience, but I want you to think about the ways that you can improve the employee experience.

And by doing that, I'm going to suggest that you map that employee experience through all of the things that, put on your employee hat from your leader hat and say, "What does it feel like to be an employee?" What does it feel like when I walk into the office in the morning? What do I see? How am I greeted? What's that experience? Is it a happy experience? Is it an uplifting experience? Is it a downer experience? What happens when we onboard? Do we have solid onboarding? Do people feel alone, lost or do they feel cared for, engaged?" So, each of those things, even going back to the interview process, "When I interview folks, do they feel like this is going to be a special place to work? Or do they feel like, do you have a pulse? You're hired, come on board. We need everybody with a pulse." Or is this going to be a special place? How do you make them feel? How are they going to connect with the culture of the company, the purpose of the company, the mission of the company?

So, every place your employee interacts with the business, what is that experience like? And where can you improve it? Where can you make it better? So that that employee enjoys their job more, they're more fulfilled by their job. They're more connected to their job. They're more engaged in their job. They're driven to care more about the company, about the company's clients, about their fellow employees. Again, everywhere you see your employees, or they interact, there's an effect being made. It could be from the pictures on the wall, the sayings that you have on posters around the hall, the history that you have written on the wall, it could be the sound environment, the lighting environment, what your meetings are like, are your meetings downers, or are they uplifting? Are they boring or are they exciting? Are they motivating? Everything that goes on in your company is part of that employee experience.

So, socialization, appreciation, recognition, community involvement, the heart of the company, where is the heart of the company? How do employees feel that? And then even the pay, the benefits. With pay and benefits, by the way, the key issue there a lot of times is fairness. As important as being paid well and having good benefits is that they feel like they're being paid fairly, and fairly may be with respect to their industry, it may be with respect to their fellow employee, even though they may not know exactly what they're getting, but they still, fairness is a feeling. And again, so as part of your employee experience, how do you make sure your employees feel like they're being compensated fairly? The future is key to the employee experience and how are you painting that future for them? How are you making sure that they feel secure, that they feel that the future is bright, that they feel like the future is understood, that there's a clear pathway to that future? All of those elements.

So again, if you thought about charting a process, how does an invoice go through your company? Well, it goes to this person, they check on it, they put it in the system, they move it on here, it gets an approval, et cetera. Think about your employee experience that way, all the places in which the employee intersects with the company, its facility, its fellow employees. And where are the ways that you can make that a little more enjoyable, a little more special, a little more

connected? And that's what we're talking about with the employee experience. So, focus on it and I think you're going to have better retention, you're going to have better customer care. And in the end, you're going to have better performance. So, Dennis Engelbrecht, Digging Deeper. Thanks for tuning in.