

# WORKPLACEXPERIENCE: EXECUTIVE REPORT



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# EXECUTIVE SUMMARY

In today's world, technology and social media are creating unprecedented transparency. The work environment is changing fast and is more uncertain than ever. Employees are consumers first and workers second. Consumer-centricity drives a radical shift in workers' attitudes and expectations about what work experience could and should be. Factor in the current environment of almost full employment paired with a shortage of critical skills, companies have no choice but to make their employment brand attractive. In this report, we refer to this transformation as Workplac**EX**perience (EX) and our definition is:



Workplac**EX**perience (EX) is the cumulative experiences workers have with an organization before, during, and after their employment journey, designed to maximize organizational and individual success.

We followed this definition along with a practical set of concepts from human-centered workplace design principles to conduct a half-year long study into EX practices across a broad variety of organizations.

The study consisted of (1) literature review, (2) a 22-question survey, and (3) over 20 interviews with HR leaders across a broad range of organizations at different EX maturity levels.

We sought (1) to understand the general state of maturity of EX practice across industries, (2) to review established and emerging practices and (3) to identify practical steps organizations can take on their EX transformation.

We share our findings in the [“WorkplaceEXperience: a Practical Guide for Evolving HR Practices”](#) report which can be downloaded on: [www.workplacexperience.com](http://www.workplacexperience.com).

In this report, we explain why we define EX the way we do and how it compares to other existing definitions. We share existing and emerging EX practices and provide practical recommendations on how to adopt EX in your team and across your organization.

**Specifically, this report contains:** An overview of key findings from the survey and interviews on the following topics: (1) the current EX landscape, (2) key focus areas and scope of EX, and (3) the organizational change required to implement EX.

In addition, we provide recommendations on how to accelerate and amplify the impact of EX programs.

- An overview of the design principles and methods that HR can adapt from the customer experience world.
- An analysis of the evolving relationship between the organization and the workforce.
- Recommendation of the practical steps along with the EX transformation journey.
- An introduction of Employment Values™ Model, its structure and potential applications as a prioritization framework for EX initiatives.

# **EX is becoming the next-generation source of organizational vitality as it taps into previously overlooked drivers of employee engagement and performance.**

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Our study shows that a growing number of organizations are undertaking transformational efforts to provide consumer-grade experiences to their employees. Curating the EX is becoming the next-generation source of organizational vitality as it taps into previously overlooked drivers of employee engagement and performance. We see HR playing a critical role in the shift towards bringing the “human” back into organizations’ cultures.

Whether you already have made progress in implementing EX in your organization or you are new to this discussion - you will find valuable and practical content to further your understanding and practice of EX. We hope this study will serve as a helpful guide on your EX journey.

DOWNLOAD THE FULL REPORT: [WWW.WORKPLACEEXPERIENCE.COM](http://WWW.WORKPLACEEXPERIENCE.COM)

INQUIRIES OR IDEAS: [INFO@WORKPLACEEXPERIENCE.COM](mailto:INFO@WORKPLACEEXPERIENCE.COM)

# WORKPLACEXPERIENCE: A PRACTICAL GUIDE FOR EVOLVING HR PRACTICES



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