



CREATE A GREAT EMPLOYEE EXPERIENCE

Gea Peper & Heleen Mes



Happy Culture

Energising Work environment

Agile Leadership

Redesign HR

Technology that works for you



4. REDESIGN HR

keywords

- All Classifications -



- All Locations -



- All Work types -

Bye Bye Human Resources?

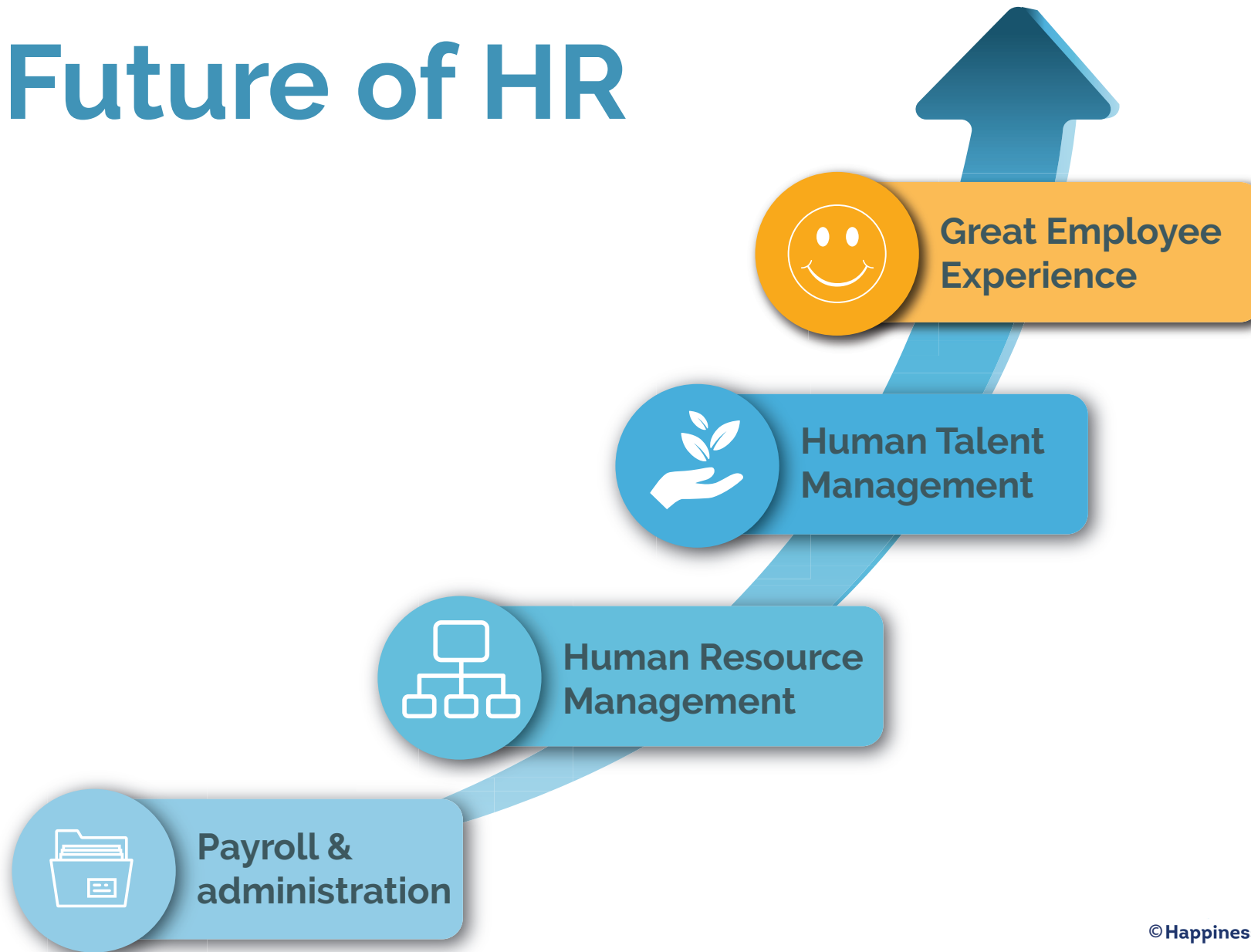
The never-ending debate about the future of Human Resources took another major twist as Airbnb, a company valued at \$25.5 billion dollars based in the shared economy space, recently announced that they are redefining their HR function in terms of what it is and what it does with the appointment of a new Global Head of Employee Experience to oversee and connect everything to do with their “workplace as an experience” vision, which is central to their culture and customer-centric approach.

You know better than I that debate is not new within HR as a profession. It seems like one epic rap battle between those on one

HR'S IDENTITY CRISIS?

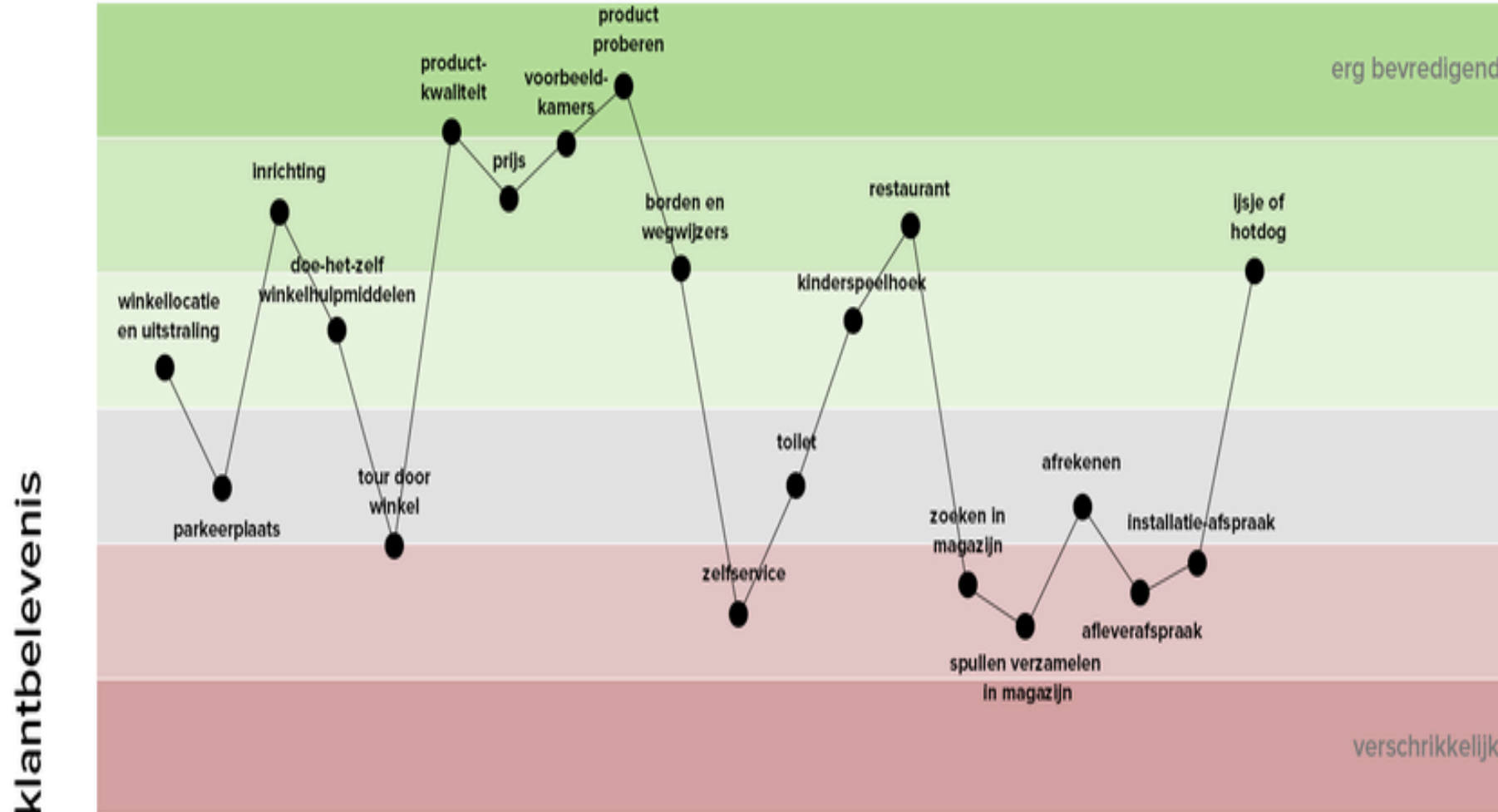
- Personnel Officer
- Human Resources Business Partner
 - Human Relations Manager
 - Human Business Shaper
 - Human Being Officer
 - Chief Energy Officer
 - Engagement Officer
 - Talent Engagement Executive
 - Chief Happiness Officer
 - Vibe Manager

Future of HR



What HR can
learn from
Marketing

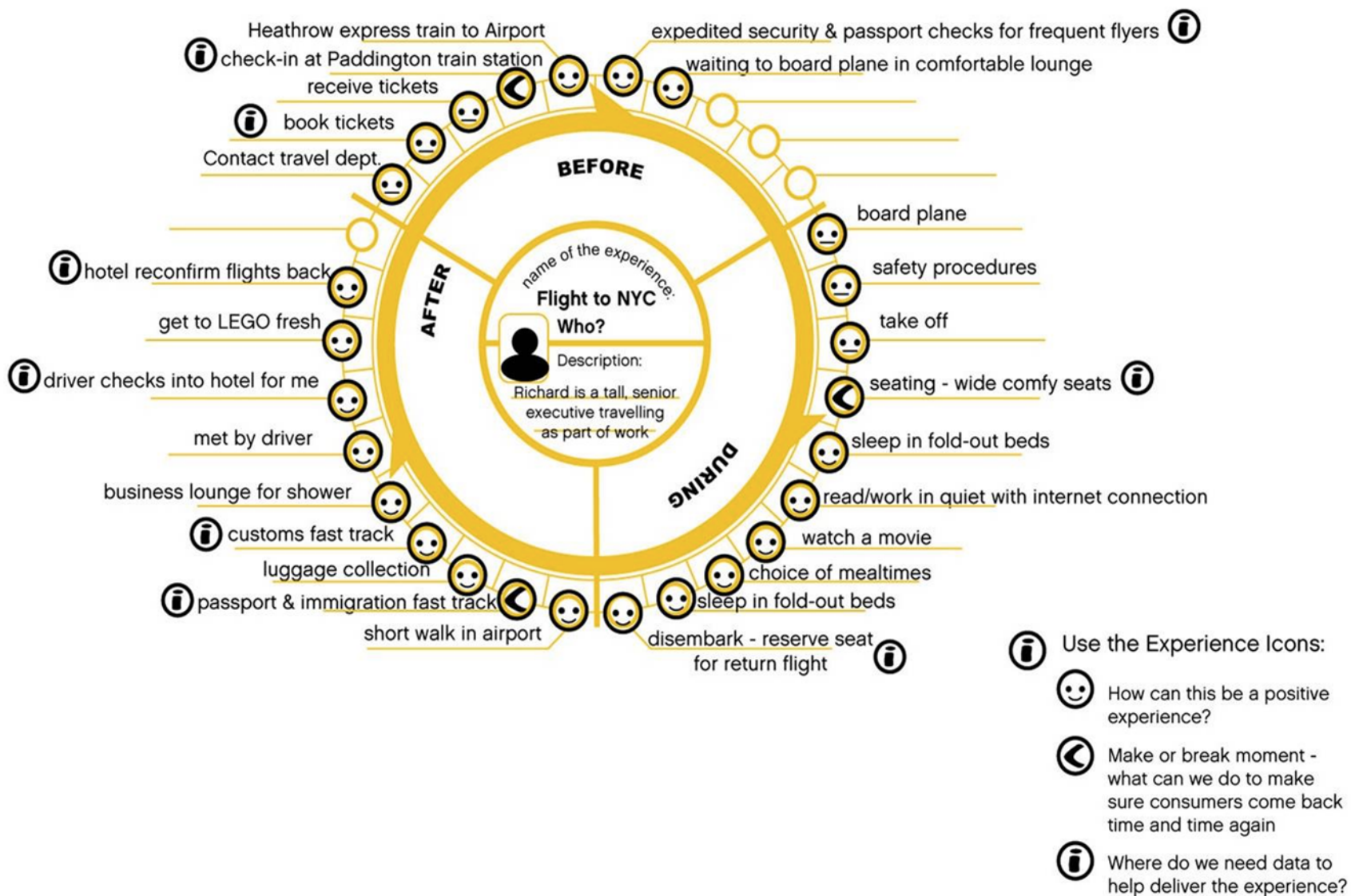
customer journey IKEA



interactiemomenten



Designing the Experience - Example WOW





FROM
CUSTOMER
EXPERIENCE TO
EMPLOYEE
EXPERIENCE

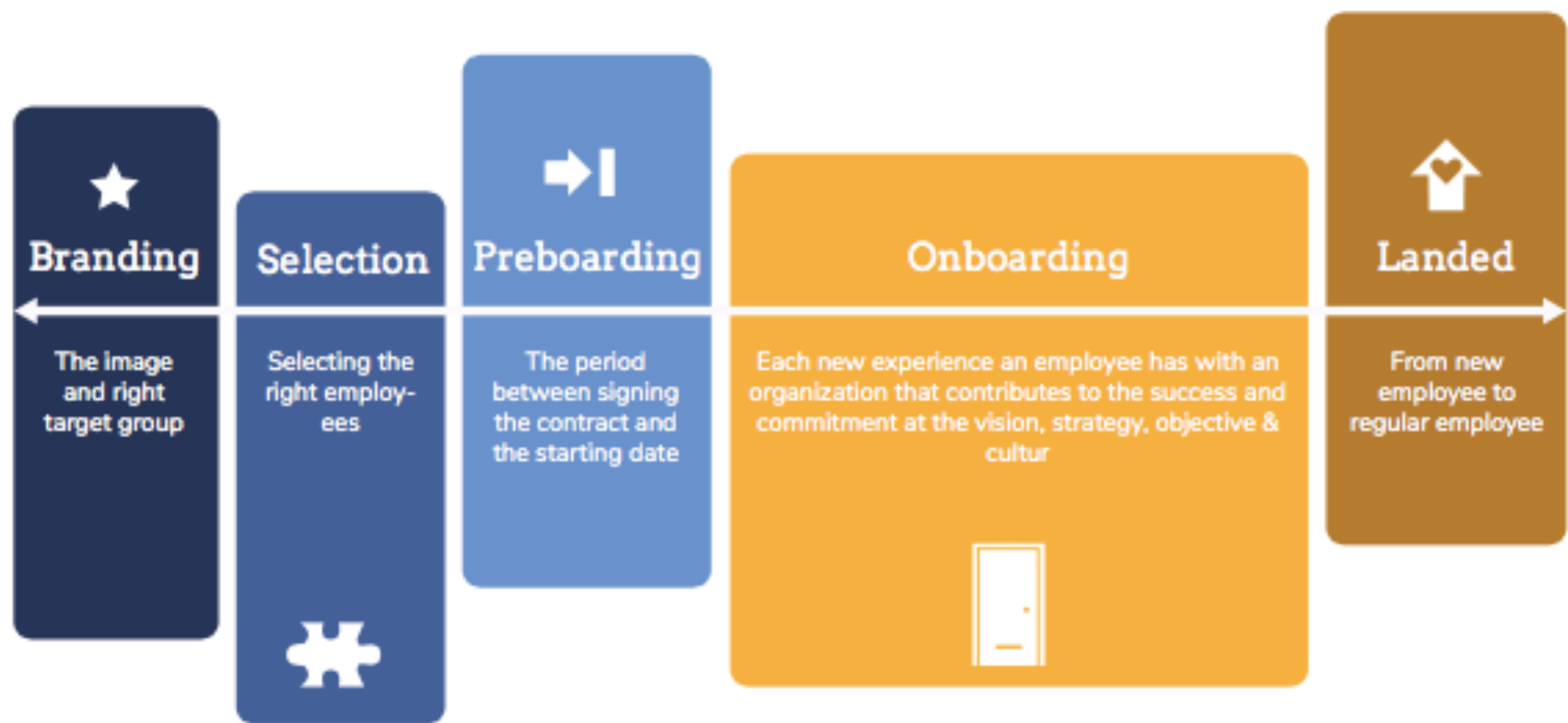
33	Candidacy	Onboarding	Performance	Growth		Exit	Post-Exit
Objective	Find a job	Understand organization, role and goals	Achieve goals, contribute, and receive recognition	Learn, grow and achieve personal satisfaction		Depart organization	Refer and/or return to organization
Employee Experience	Submit Resume	Meet & Greet	Management	Learning	Coaching	Exit strategy	Refer
	Offer/Rejection	Benefits overview	Recognition	Development	Internal opportunities	Termination	Return
	Interviews	Objective and Role Review	Co-worker relationships	Succession planning		Resignation	



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Model van Fan Factory



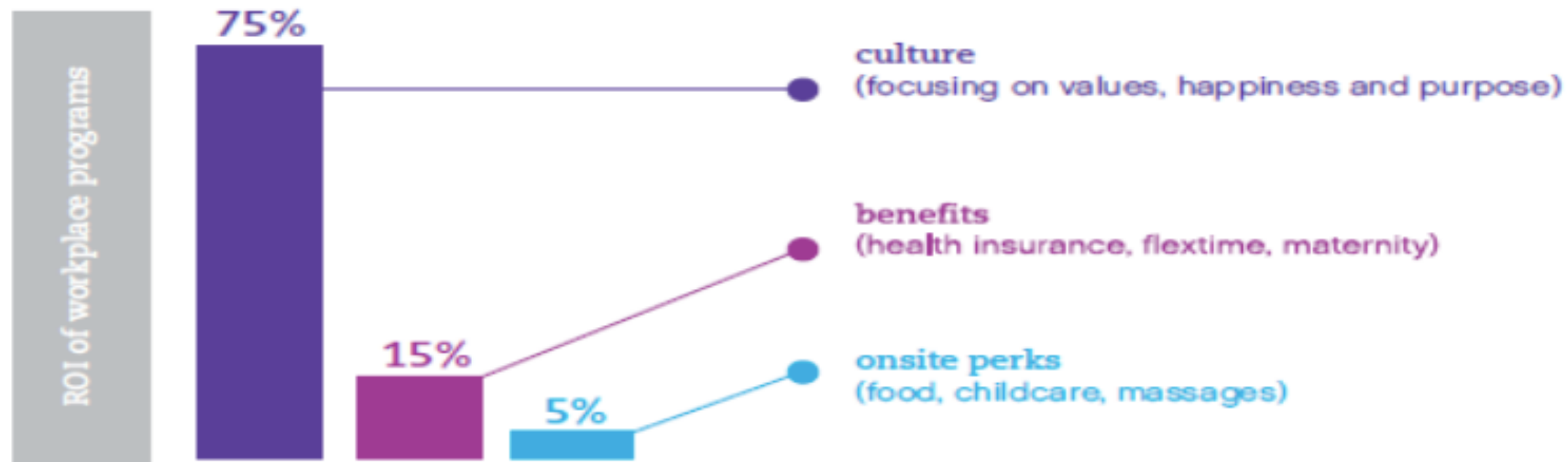
EMPLOYER BRANDING

“

Your **culture** is your **brand**.

Tony Hsieh

CEO, Zappos.com





DE BESTE

Gedreven door inspiratie en altijd op zoek naar verbetering, maakt dat we voorop lopen. We willen graag de beste te zijn in culinair, gastvrijheid en concept. Eigenlijk in alles wat we doen! We nemen onze verantwoordelijkheid, willen van betekenis zijn



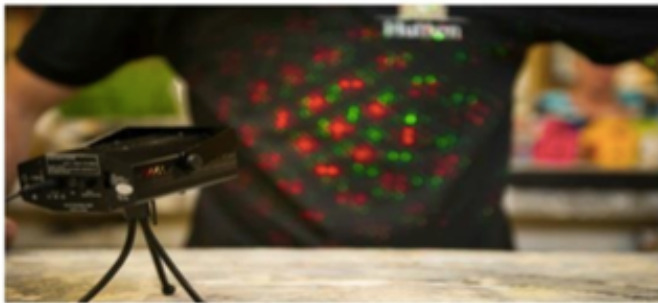
DE LEUKSTE

We willen de leukste zijn. Daar gaan we verrassend ver in. Als het toegevoegde waarde biedt voor de gast is niks te gek. Hun beleving staat centraal. Als werkgever geven we onze samenwerkers de ruimte om er zichzelf te zijn. Dan zijn zij het leukst en



DE GELUKKIGSTE

Gelukkig zijn voelt als glimlachen met je hart. Dat onze samenwerkers gelukkig zijn vinden we heel belangrijk. Zij krijgen de ruimte om zich verder te ontwikkelen en nemen verantwoordelijkheid voor balans tussen werk en privé. Dat zorgt voor de goede





**BOB, BEDANKT
VOOR HET DELEN
VAN JE AUTO!**

JOSE, MOHAMED, JOLANDA
THIJS, 2x MICHEL, JOOST,
YVONNE, KELLY & MARCO






RECRUITING:
HIRE FOR
ATTITUDE, TRAIN
FOR SKILLS

hunkemöller





<http://www.raptmedia.com/customers/deloitte/>



GREAT RECRUITING METHODS

- Quiz
- Try-out for a day
- Creative presentation
- Split between attitude/skills interviews
- Serious gaming
- Speeddating
- Teaminterview



44:38

TRADE MARK
Heineken[®]

THE CANDIDATE

THEY WERE EXPECTING
JUST A JOB INTERVIEW


AND WHAT IF YOU DON'T GET
THE JOB ...

10.000 likes for a friendly and well-
motivated rejection letter



AND WHAT IF YOU DON'T GET
THE JOB ...





ONBOARDING

GREAT ONBOARDING AND MORE



MAKE YOUR NEW HIRES
**FALL IN LOVE WITH YOUR
COMPANY** THROUGH GREAT
ONBOARDING



ENGAGE THEM
BEFORE DAY ONE
THROUGH **PRE-BOARDING**



MAKE A **FIRST DAY**
REALLY SPECIAL



DEFINE **MILESTONES**
(30 - 60 - 90 DAYS)
TO CHECK PROGRESS



BE **CRYSTAL CLEAR**
ABOUT OBJECTIVES,
TIMELINES, ROLES AND
RESPONSIBILITIES



ASK FOR REAL TIME
FEEDBACK



MAKE ENGAGING,
INTERACTIVE AND
RELEVANT CONTENT



EMBRACE NEW
TECHNOLOGY LIKE
AUGMENTED AND
VIRTUAL REALITY

HAPPY CHECK AT SYSMEX



ORGANISATIONS WITH GOOD ONBOARDING:

- 54% higher **employee satisfaction**
- 66% higher time-to-productivity ratios
- 50% greater new hire retention



THE FIRST DAY

- Being picked up by a colleague
- Breakfast session with your team
- Flowers/present
- Dedicated buddy
- Client visit
- Culture workshop



<https://www.youtube.com/watch?v=JqXXzs1TRs>

ONBOARDING

How could your onboarding help to create
a great Employee Experience?





5. TECHNOLOGY THAT
WORKS FOR YOU

TECHNOLOGY

- Efficient systems and tools
- Intuitive administration and collaboration tools
- Apps
- E-learning
- Gamification



EX: HOW DO WE GET THERE





1. MEASURING THE EMPLOYEE EXPERIENCE



MAKE EX A KEY
METRIC

CREATING THE BEST WORKPLACE ON EARTH

The “Dream Company” Diagnostic

How close is your organization to the ideal?

Let Me Be Myself

- I'm the same person at home as I am at work.
- I feel comfortable being myself.
- We're all encouraged to express our differences.
- People who think differently from most do well here.
- Passion is encouraged, even when it leads to conflict.
- More than one type of person fits in here.

Tell Me What's Really Going On

- We're all told the whole story.
- Information is not spun.
- It's not disloyal to say something negative.
- My manager wants to hear bad news.
- Top executives want to hear bad news.
- Many channels of communication are available to us.
- I feel comfortable signing my name to comments I make.

Discover and Magnify My Strengths

- I am given the chance to develop.
- Every employee is given the chance to develop.
- The best people want to strut their stuff here.
- The weakest performers can see a path to improvement.
- Compensation is fairly distributed throughout the organization.
- We generate value for ourselves by adding value to others.

THE DREAM COMPANY DIAGNOSTIC

To find out, check off each statement that applies. The more check marks you have, the closer you are to the dream.

Make Me Proud I Work Here

- I know what we stand for.
- I value what we stand for.
- I want to exceed my current duties.
- Profit is not our overriding goal.
- I am accomplishing something worthwhile.
- I like to tell people where I work.

Make My Work Meaningful

- My job is meaningful to me.
- My duties make sense to me.
- My work gives me energy and pleasure.
- I understand how my job fits with everyone else's.
- Everyone's job is necessary.
- At work we share a common cause.

Don't Hinder Me with Stupid Rules

- We keep things simple.
- The rules are clear and apply equally to everyone.
- I know what the rules are for.
- Everyone knows what the rules are for.
- We, as an organization, resist red tape.
- Authority is respected.



MEASURE EX
CONTINUOUSLY

2DAYS MOOD

Hello



HOW DO YOU FEEL TODAY?

Answering never takes more than 15 seconds



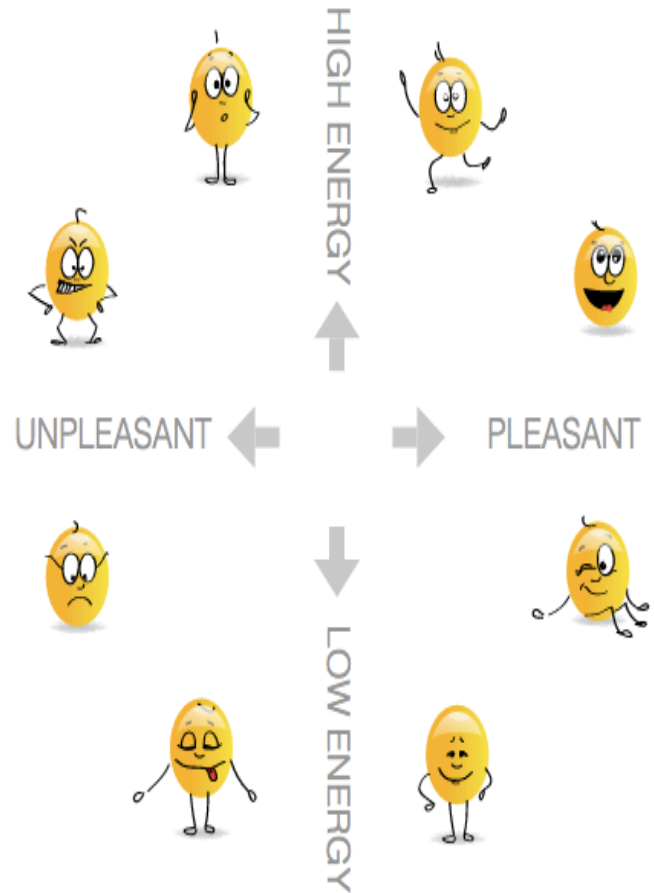
Safe & anonymous

Responses are processed 100% safe and anonymous



How do you feel today?

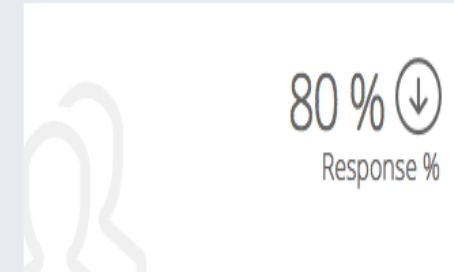
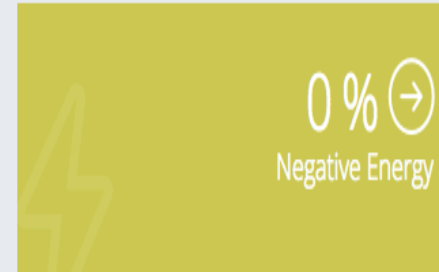
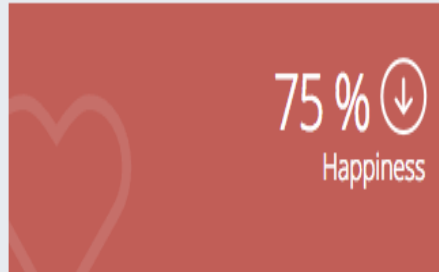
Choose the emotion that describes best how you feel now.



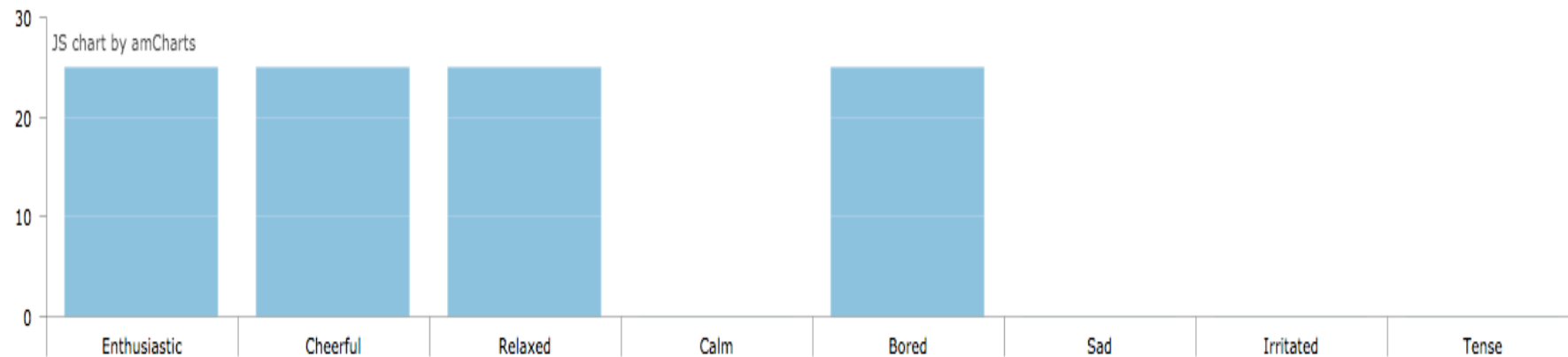
Dashboard last week

Unit

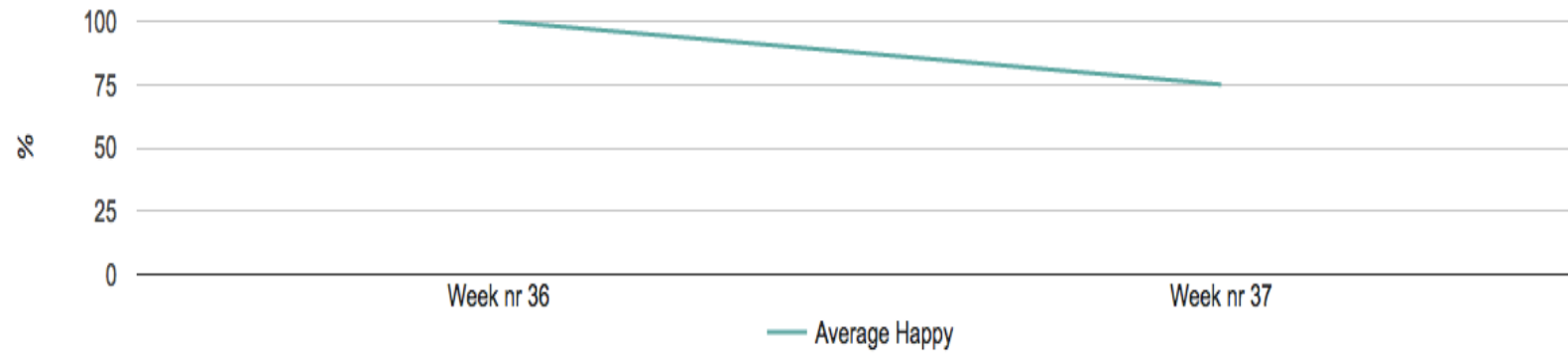
Department



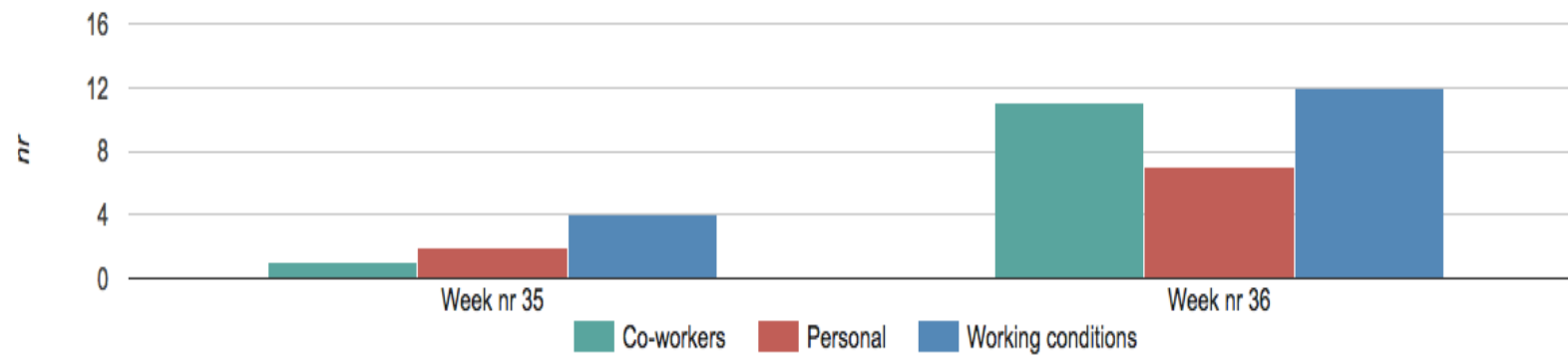
HOW DID WE FEEL LAST WEEK?



TREND HAPPY



REASONS HAPPY









2. EMPLOYEE EXPERIENCE JOURNEY MAPPING

	Candidacy	Onboarding	Performance	Growth		Exit	Post-Exit
Objective	Find a job	Understand organization, role and goals	Achieve goals, contribute, and receive recognition	Learn, grow and achieve personal satisfaction		Depart organization	Refer and/or return to organization
Employee Experience	Submit Resume	Meet & Greet	Management	Learning	Coaching	Exit strategy	Refer
	Offer/Rejection	Benefits overview	Recognition	Development	Internal opportunities	Termination	Return
	Interviews	Objective and Role Review	Co-worker relationships	Succession planning		Resignation	

EX JOURNEY MAPPING

Create Initial Map	Evaluate	Explore	Brainstorm	Design New Experience
<p>Persona, Brand Attributes, Key Trends</p>  <p>GREEN & SOCIALLY RESPONSIBLE</p> <p>ALWAYS-ON, SOCIAL & MOBILE</p> <p>Behavior Line</p> <p>CALLS ZOOMGO SUPPORT</p> <p>On Stage Experience</p> <p>ZOOMGO WEBSITE</p> <p>AGENT #1</p> <p>Attitudes & Emotions</p> <p>&@#I CAN'T SHOW-UP IN A DIRTY CAR</p> <p>Back Stage Support</p> <p>WEBSITE DESIGNER</p> <p>RESERVATION SYSTEM</p>	<p>Evaluate Attitudes</p> <p>I WILL LOOK SO COOL IN THAT COOL!</p> <p>&@#I CAN'T SHOW-UP IN A DIRTY CAR</p> <p>Prioritize Focus</p> <p>"Moment that Matters"</p> <p>Determine Impact</p> <p>INCREASE REFERRAL RATE</p> <p>REDUCE REFUND RATE</p> <p>Readout</p> <p>"We focused here, because..."</p>	<p>Clarify Needs & Drivers</p> <p>MOMENT</p> <p>GET REFUND FOR LATE CHARGE</p> <p>EMOTIONAL</p> <p>DON'T SPOIL MEMORIES</p> <p>EMOTIONAL</p> <p>BE TREATED FAIRLY</p> <p>EMOTIONAL</p> <p>RECOMPENSE WASTED TIME</p> <p>Examine Capabilities (Roles & Processes)</p> <p>AGENT #1</p> <p>RECORD INCIDENT DETAILS</p> <p>APPROVE & PROCESS REFUND</p> <p>APPROVE & PROCESS REFUND</p> <p>BILLING SYSTEM</p> <p>CONFIRMS TERMS OF RENTAL</p> <p>VALIDATE SERVICE DELIVERY</p> <p>FINALIZE AND SEND INVOICE</p>	<p>Desired Transformation</p> <p>I TRUST ZOOMGO TO ADMIT & FIX MISTAKES</p> <p>TELLS FRIENDS ABOUT ZOOMGO</p> <p>INCREASE REFERRAL RATE</p> <p>Build CX Design Canvas</p>  <p>Brainstorm Innovation</p> <p>MOBILE COUPONS</p> <p>INSTANT REFUND ON BREAKDOWN</p> <p>EMPOWERED FRONT-LINE STAFF</p> <p>WEDDING PACKAGES</p>	<p>Reality Check</p>  <p>Redesign Experience</p> <p>INSTANT REFUND ON BREAKDOWN</p> <p>IMMEDIATE TEXT TO CUSTOMER</p> <p>CONNECT FIELD SERVICE TO BILLING</p> <p>EMPOWERED FRONT-LINE STAFF</p> <p>Build CX Hypothesis</p> 

<https://www.youtube.com/watch?v=l2PNHPgLsUI>







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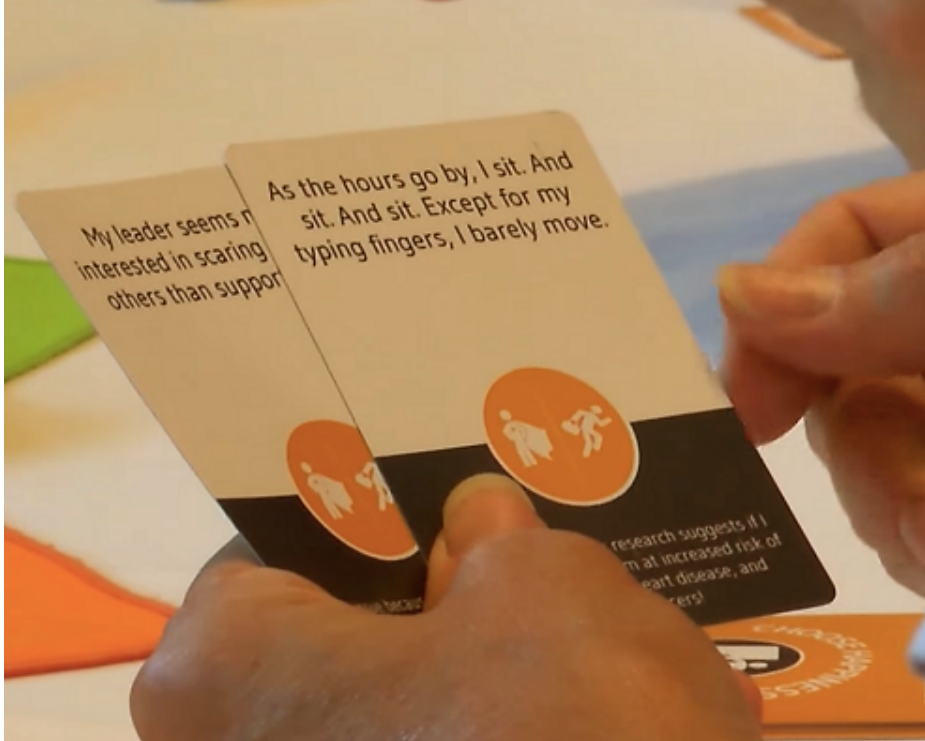
TWO ACTIONS

Define 2 actions you will start with
tomorrow based on what you've learned
today



SERIOUS GAME: CHOOSE HAPPINESS@WORK





Scenario Cards & Solution Cards



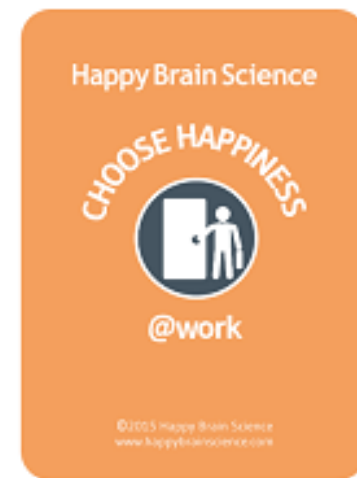
Scenario Card
(front)



Scenario Card
(back)



Solution Card
(front)



Solution Card
(back)



Practice Positivity:

Teaches strategies that improve mindset and attitude, resulting in increased happiness and engagement for your team.



Subdue Stress:

Identifies tips for relaxing about and re-framing stress, preventing stress, and effectively coping with excess or prolonged stress.



Flow to Goals:

Provides tools for creating clear and meaningful goals, tips for getting into-the-zone, and strategies for visualizing and celebrating progress.



Revitalize Relationships:

Encourages putting people first and building warm relationships at work through a variety of applicable and science-supported techniques.

How does it work

Step 1: we play in groups of 6-8 players

Step 2: 1 player (the executive) chooses a scenario card (problem card)

Step 3: all other players get 5 solution cards

Step 4: the executive explains the scenario (problem)

Step 5: other players choose the best solution card that he or she thinks will best help with the scenario (problem)

How does it work

Step 6: after all players have presented their best solution card the executive chooses the best solution card (2 points) and the most creative or funny solution card (1 point)

Step 7: repeat rounds until time is up

Step 8: the player with the highest score is the winner!

Everybody
try it now!



Employee Engagement



5 Ways To Empower And Engage Employees To Lead Change

24 March 2017 // 0 Comments

Article from Brent Gleeson on Forbes.com
One of the most important and inevitable obstacles any company faces multiple times throughout its life cycle is the need for change. [...]



Feedback Is The Killer App: A New Market and Management Model Emerges
0 Comments

HR



How to Hire People Who Fit in Your Corporate Culture

22 April 2017 // 0 Comments

Blog from Robert Half. Your top job candidate meets all of the qualifications you've listed in the job posting, and then some. But will she be a good fit in your corporate [...]



The Employee Experience Is The Future Of Work: 10 HR Trends For 2017
1 Comment



Crafting the HR customer experience
0 Comments

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Newssite: www.hpbbnews.com

Twitter: [@BureauHappiness](https://twitter.com/BureauHappiness)

Phone: +31 6 124 98 035



THANK
YOU!

