

Paula
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Evolving
The Employee Experience
A TOOL FOR STRATEGY
IMPLEMENTATION



CUSTOMER

VS

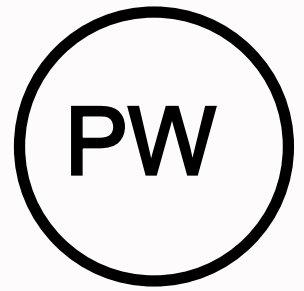
COMPANY

SCOREBOARD MATCH 1

- Customer0
- Company-10

SCOREBOARD MATCH 2

- Customer 10
- Company 10+



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Evolving the employee experience through these key foundational tools will...

...enable you to **build** an intentional workplace culture that **aligns** purpose, values, and team to **deliver** consistently on your promises to your employees, customers, and stakeholders.



Evolving the employee experience requires clarity about:

- Why our business exists and how it solves problems for others or helps them survive and/or thrive?
- Which values must be demonstrated consistently to enable us to deliver on the promises our business makes?
- Who are the kind of people that will live these values consistently while delivering on our promises?



WE CAN.
just imagine

Where do we start?


What is most important?





Purpose – Getting back to basics!

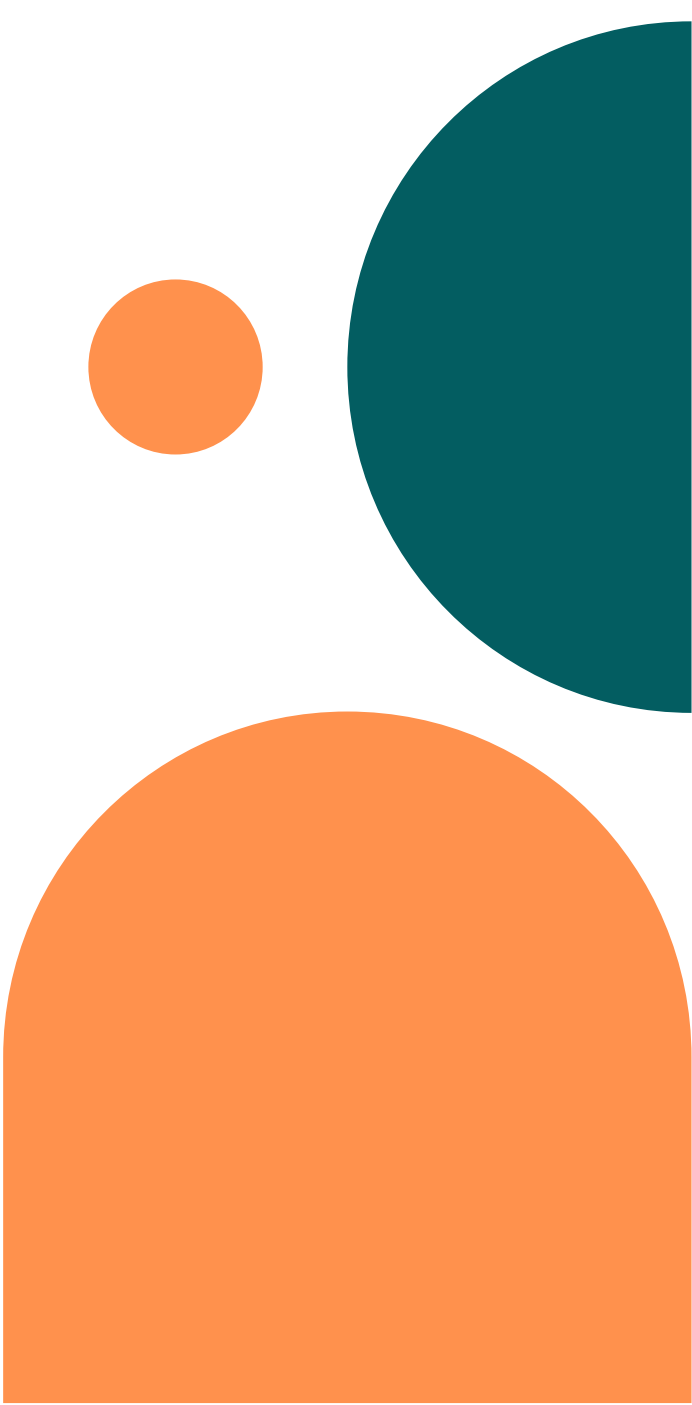
What is possible because your business exists?

- How do you help people survive and thrive?
 - What about your purpose compels people to go the distance with you? (buy -in to your vision)
 - How do people feel when they interact with your people and see your brand?
 - What decisions are people making based not on what you say, but on what they hear and experience?
- 



Values – the power tools of culture !

What is culture and why does it matter?

- Company culture is the collective mindsets, values, and behaviours that you and your teammates demonstrate and that are reinforced through what gets celebrated, recognized and rewarded.
 - Company culture drives decisions and provides people with a way of working that is familiar, even if not personally fulfilling.
 - Company culture will impact strategy, even if you are not intentional about designing the right culture.
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“The people are the people, because of the people” – African Proverb

Who serves on your team will make or break your ability to consistently deliver on your purpose.

Your most important decision is who?

- Do they align with the values, and will they advance your culture?
- Do they connect with and **CARE** about your purpose?



Be Intentional!

What element of your foundational toolkit can you address by being intentional today?

- Clarity of purpose?
- Defining culture: values and behaviours?
- Changing what behaviours get rewarded?

The essence of strategy is choosing what not to do.

— *Michael Porter* —

Act....

Lay a solid foundation – purpose, values (culture), team.

Clarify expectations (connect the dots to strategies)

Create experiences that help people feel:

- Seen
- Heard
- Prepared
- Enabled
- Inspired
- Fulfilled
- Cared for/valued





THANK YOU

For allowing me to have this
conversation with you.

PW

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