



# Mapping Out Your Employee Journey

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# SESSION OBJECTIVES



What is an Employee Owner Journey – and what are the applications?



Learn the 9 Stages of an Employee Owner's Journey



Understand what touchpoints and processes maximize your employee's experience



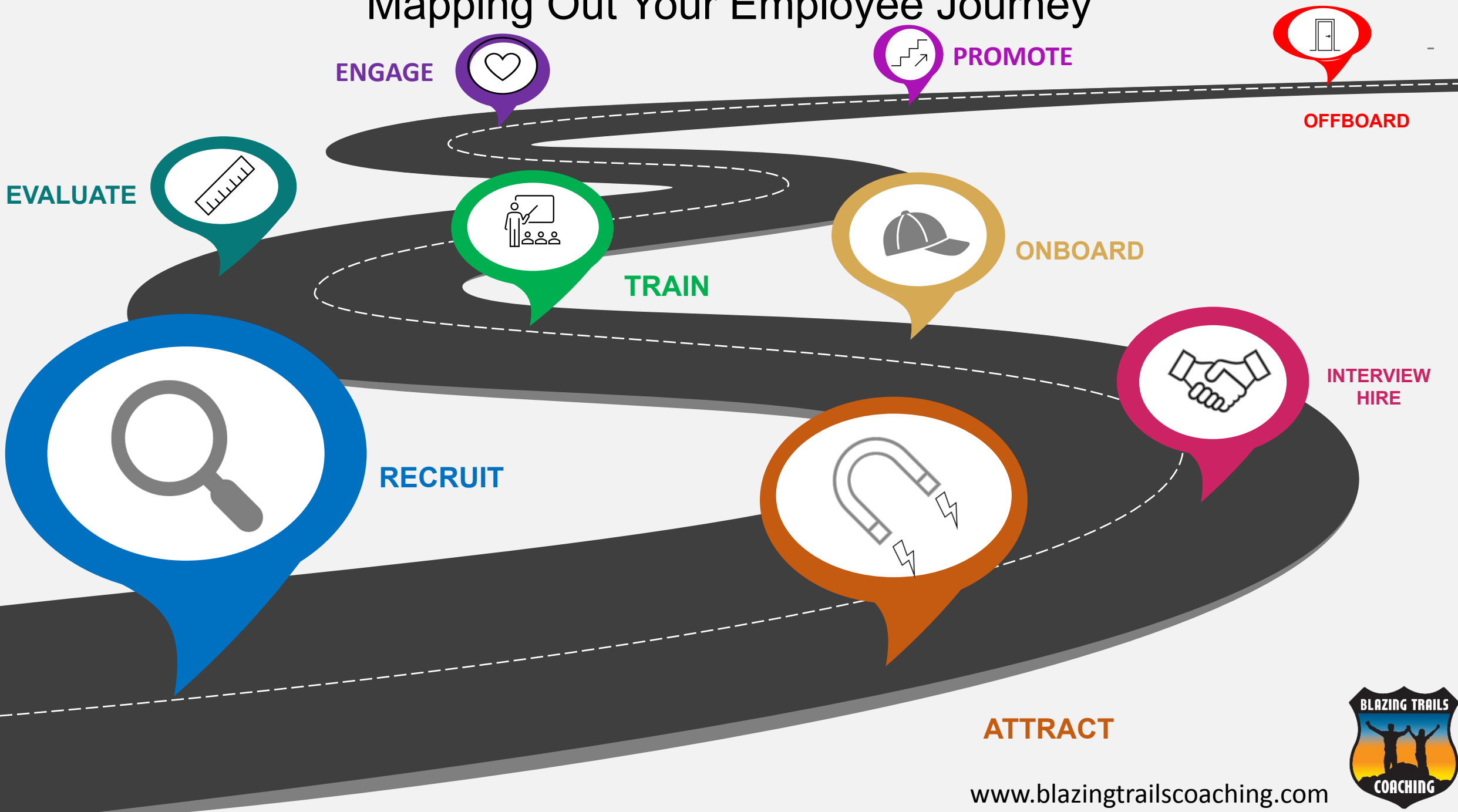
Identify systems to put into place to create ideal employee owner outcomes



Take away tools and resources to get you started



# Mapping Out Your Employee Journey



EVALUATE

ENGAGE

PROMOTE

OFFBOARD

RECRUIT

TRAIN

ONBOARD

INTERVIEW  
HIRE

ATTRACT

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# WHO IS INVOLVED?

- HR / Employee Services
- Marketing
- Hiring Managers
- Team Leaders
- Direct Managers
- In-Direct Managers
- Mentors
- Ambassadors
- Communications Committee
- Peers

**EVERYONE!!!**



EMPLOYEE JOURNEY	RECRUIT	ATTRACT	INTERVIEW/HIRE	ONBOARD	TRAIN	EVALUATE PERFORMANCE	ENGAGE	PROMOTE	OFFBOARD
<b>TOUCHPOINTS</b>	<b>Hiring Manager – All Employees</b> <ul style="list-style-type: none"> <li>Job Boards</li> <li>Careers webpage</li> <li>Career Fairs</li> <li>Employer Reviews</li> <li>Social Media</li> <li>Recruitment Agencies</li> <li>Partnerships (schools, universities, programs, etc)</li> </ul>	<b>HR/Employee Services / Marketing</b> <ul style="list-style-type: none"> <li>Employee benefit professionals</li> <li>Hiring Manager</li> <li>Advertising</li> <li>Social Media</li> <li>Employee Referrals</li> </ul>	<b>Hiring Manager</b> <ul style="list-style-type: none"> <li>Online Application</li> <li>Email/Phone screen</li> <li>Email/Text Scheduling</li> <li>Email/Text Confirmation</li> <li>Interview with hiring manager</li> </ul>	<b>HR/Employee Services, Team Leaders, Mentors</b> <ul style="list-style-type: none"> <li>onboarding documents</li> <li>Company culture/values</li> <li>Best practices</li> </ul>	<b>Direct Manager In-direct Manager, Team Leader, Mentors</b> <ul style="list-style-type: none"> <li>Training software</li> <li>Workbooks-checklists</li> <li>3<sup>rd</sup> party trainers</li> <li>Community colleges</li> </ul>	<b>Direct Manager In-direct Manager</b> <ul style="list-style-type: none"> <li>Reviews</li> <li>Check-ins</li> <li>Performance Indicators</li> </ul>	<b>Direct Manager Employee Services, Marketing</b> <ul style="list-style-type: none"> <li>Employee communication system</li> <li>Notice boards</li> <li>Newsletters</li> <li>Social Media</li> </ul>	<b>Direct Manager Leadership Team</b> <ul style="list-style-type: none"> <li>Annual strategy meetings</li> <li>Career Success Paths</li> </ul>	<b>Direct Manager HR/Employee Services Leadership Team</b> <ul style="list-style-type: none"> <li>Email</li> <li>Social Media</li> </ul>
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# RECRUIT

## TOUCHPOINTS

### Hiring Manager – All Employees

- Job Boards
- Careers webpage
- Career Fairs
- Employer Reviews
- Social Media
- Recruitment Agencies
- Partnerships (schools, universities, programs, etc)

## PROCESS

- IDEAL EMPLOYEE PERSONAS
- Define the position
- Create compelling job posting
- Screen ideal applicants
- Share on Social Media
- Referral Programs
- Schedule interview





# ATTRACT

## TOUCHPOINTS

### HR/Employee

### Services/Marketing

- Employee benefit professionals
- Hiring Manager
- Advertising
- Social Media
- Employee Referrals

## PROCESS

- Competitive Pay
- Benefits – when eligible
- Bonus Plans / Incentives
- Retirement/Stock Options
- PTO
- Uniforms / Clothing Allowance
- Trucks / Phones / Computers
- TRAINING/EDUCATION
- Other benefits



# INTERVIEW/HIRE

## TOUCHPOINTS

### Hiring Manager

- Online Application
- Email/Phone screen
- Email/Text Scheduling
- Email/Text Confirmation
- Interview with hiring manager

## PROCESS

- Interactive Interview
- 2<sup>nd</sup> interview if necessary
- Check References
- Offer Letter
- New Hire Paperwork
- Chat with Team



# ONBOARD

## TOUCHPOINTS

### HR/Employee Services, Team Leaders, Mentors

- onboarding documents
- Company culture/values
- Best practices

## PROCESS

- Assign Mentor
- Trial Period
- Week One Review
- HR Paperwork
- Employee Handbook
- Expectations
- Vision - Mission - Core Values
- Meet the team
- Welcome Package
- Shirts/Swag
- Safety Gear
- Company Info



# TRAIN

## TOUCHPOINTS

**Direct Manager**

**In-direct Manager, Team Leader,  
Mentors**

- Training software
- Workbooks-checklists
- 3<sup>rd</sup> party trainers
- Community colleges

## PROCESS

- Orientation
- Learning Platform
- Guided Tour
- Company Overview
- V-M-CV's
- Expectations
- Safety Training
- Service Training
- Compliance Training
  
- First week
- First 30 days
- First 90 days
  
- Level one (monitored/guided)
- Level two (works independently with little guidance)
- Level three - Full autonomy



# EVALUATE

## TOUCHPOINTS

**Direct Manager**

**Mentor**

**In-direct Manager**

- Reviews
- Check-ins
- Performance Indicators

## PROCESS

- Daily Check-Ins
- 30 DAY REVIEW
- 60 DAY REVIEW
- 90 DAY REVIEW
  
- Quarterly Development Chat
- Yearly Salary Chat
- Yearly Benefits Review
- Goal Setting
- Mentoring Program
- Leadership Training



# ENGAGE

## TOUCHPOINTS

**Direct Manager**

**Employee Services**

**Marketing**

- Employee communication system
- Notice boards
- Newsletters
- Social Media

## PROCESS

**CELEBRATIONS**

- work anniversaries
- birthdays
- milestones
- Company Wide Activities
- retreats / outings
- meals
- awards / recognition
- Peer-to-Peer
- Client recognition
- Leadership awards
- Team awards
- Work/Life Balance
- Community involvement



# PROMOTE

## TOUCHPOINTS

### Direct Manager

### Leadership Team

- Annual strategy meetings
- Career Success Paths

## PROCESS

- Org Chart Review
- Growth Strategy Plan
- Leadership Development
- Mentor Program
- Skills Program
- Community Outreach
- Safety Program



# OFFBOARD

## TOUCHPOINTS

**Direct Manager**

**HR/Employee Services**

**Leadership Team**

- Email
- Social Media

## PROCESS

- Notice Period
- Severance Payment
- Vacation -- PTO owed
- Exit Interview
- Management Review
- Goodbye present (if on good terms)
- Alumni Network
- Social Media group
- discussions
- Events
- partnering programs
- Alumni re-engaging package
- networking program





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NEED HELP  
IMPLEMENTING?

Let's Chat

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# THANK YOU!



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