



CANDIDATE & EMPLOYEE LIFECYCLE 2.0

an evolved experience

Kindly share only with attribution.



Employer brand isn't just an afterthought. It has to be the strategy that drives your entire candidate and employee experience. With that in mind, and in partnership with industry leaders at CareerXRoads, The Talent Board, and a number of Fortune 500 and high-growth companies, we have developed the new employee lifecycle and candidate experience model.

By putting the individual at the center of the model, we can focus on the journey the candidate and employee takes throughout their employment experience from the first time they're even aware the organization exists to transitioning out of a role or the organization. It's not about the process human resources and organizational leaders follow. Leaders have to think like the audience--and put themselves in the shoes in candidates and employees, understand how they feel and what they experience along the way.

The model starts with the big picture of the life cycle, and new, shared, nomenclature for how to describe the seven phases in the journey. It is followed by a deep dive into candidate experience, looking at the detailed steps along the way. It concludes with a model for measuring the candidate experience. Tracking current state--how is the organization currently performing at each step along the way-- and then plotting goal state--where the organization wants to be from subpar to satisfy to engage and to captivate.

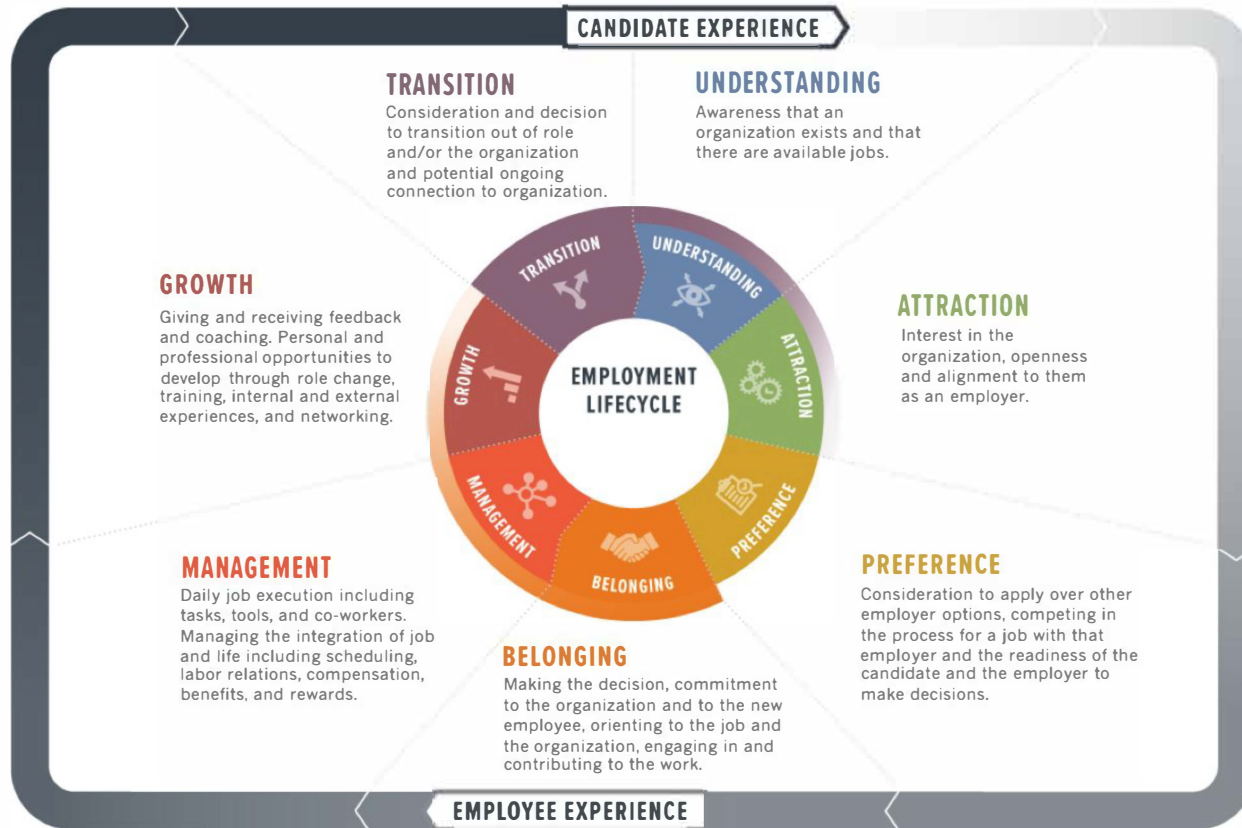
Realistically, an organization can't deliver a captivating experience at every step. But by determining which steps are most influential to candidates, the journey can be impactful and results-driven. exaqueo is pioneering brand new ways to measure this impact.

Up next is the breakdown of the employment experience--from belonging to transition--in the same way as the candidate experience. I'd love your input, too. Please contact me directly to share your feedback or questions.

A handwritten signature in black ink, appearing to read "Susan LaMotte".

Susan LaMotte, CEO, exaqueo
susan@exaqueo.com

FULL EMPLOYEE LIFECYCLE



BREAKING DOWN CANDIDATE EXPERIENCE

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION

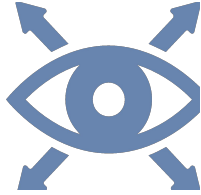


PREFERENCE



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING

Awareness that an organization exists and that there are available jobs.



ATTRACTION

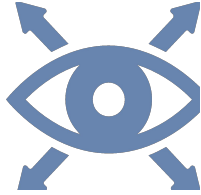


PREFERENCE



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING

Awareness that an organization exists and that there are available jobs.

1. KNOWLEDGE

I know about the organization.

2. AWARENESS

I'm aware of the organization as an employer.



ATTRACTION



PREFERENCE



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION

Interest in the organization, openness and alignment to them as an employer.



PREFERENCE



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION

Interest in the organization, openness and alignment to them as an employer.

3. INTEREST

I'm interested in the organization as an employer.

4. ALIGNMENT

I'm aligned with the organization as an employer (location, values, roles).



PREFERENCE



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION



PREFERENCE

Consideration to apply over other employer options, competing in the process for a job with that employer and the readiness of the candidate and the employer to make decisions.



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION



PREFERENCE

Consideration to apply over other employer options, competing in the process for a job with that employer and the readiness of the candidate and the employer to make decisions.

5. COMPETITION

I'm considering and applying for opportunities with the organization.

6. CONSIDERATION

I'm competing for opportunities with the organization and they're competing for me.



BELONGING

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION



PREFERENCE



BELONGING

Making the decision, commitment to the organization and to the new employee, (i.e. "I have a new job" or "we have a new employee"), orienting to the job and the organization, engaging in and contributing to the work.

CANDIDATE EXPERIENCE (CnX)



UNDERSTANDING



ATTRACTION



PREFERENCE



BELONGING

Making the decision, commitment to the organization and to the new employee, (i.e. "I have a new job" or "we have a new employee"), orienting to the job and the organization, engaging in and contributing to the work.

7. DECISION

I'm deciding on the organization and they're deciding on me.

8. COMMITMENT

I'm committing to the organization and the role.

9. ORIENTATION

I'm onboarding into the organization and the role.

10. CONTRIBUTION

I'm making a valued contribution with my work.

CANDIDATE EXPERIENCE (CnX)

The white arrows show the circuitous nature of the journey.



CANDIDATE EXPERIENCE (CnX)

The gray circles demonstrate the fluidity of participants in the journey.



CANDIDATE EXPERIENCE (CnX)

The added gray arrows demonstrate the fluidity of participants in the journey as they return to varying stages of the journey depending on the outcomes at each step. The single white arrow represents internal mobility as employees transition to consideration for new roles.



ASSESSING CANDIDATE EXPERIENCE

CANDIDATE EXPERIENCE (CnX)

Measurement Levels:

CAPTIVATE

Personalization and Anticipation of Needs

ENGAGE

Humanization and Ease in Process

SATISFY

Meeting Expectations

SUBPAR

Below Expectations

Captivate: Personalization and Anticipation of Needs

Engage: Humanization and Ease in Process

Satisfy: Meeting Expectations

Subpar: Below Expectations



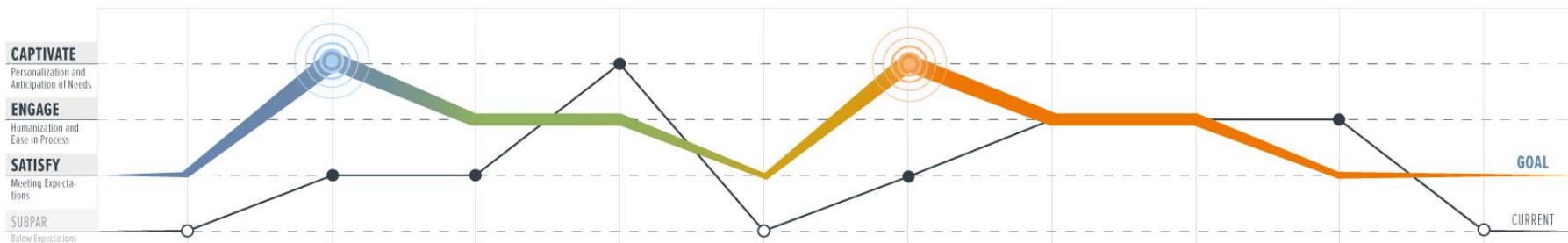
CANDIDATE EXPERIENCE (CnX)



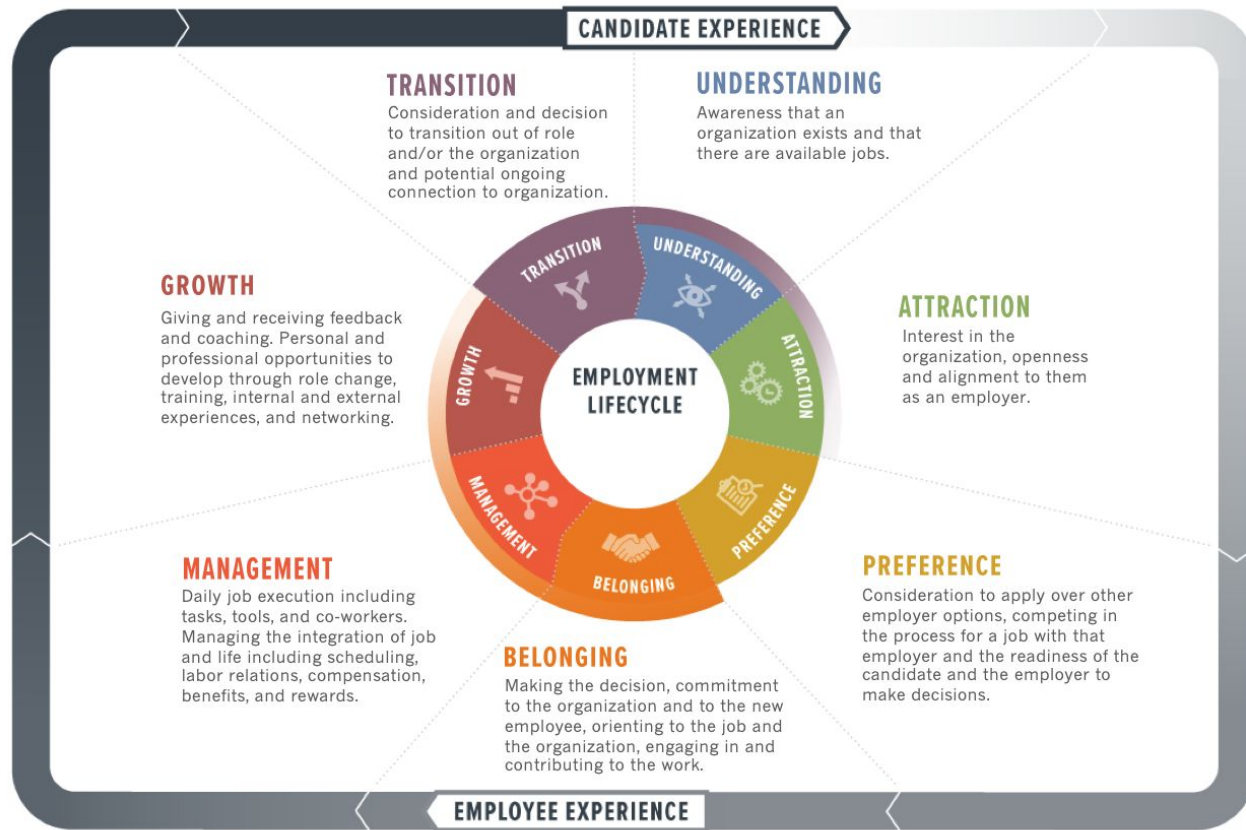
CANDIDATE EXPERIENCE (CnX)



CANDIDATE EXPERIENCE (CnX)



Sample Measures	SATISFY	ENGAGE	CAPTIVATE
ALIGNMENT: I'm aligned with the organization as an employer (location, values, roles).	Share company values	Values self assessment	Custom alignment feedback session post-assessment
COMPETITION: I'm competing for opportunities with the organization and they're competing for me.	Interview schedule	Schedule with custom directions and logistics	Personalized parking space and welcome sign
DECISION: I'm deciding on the organization and they're deciding on me.	Best offer delivered in a timely manner	Hiring manager delivers offer with handwritten note	Choose your own offer package





Contact for more
information or to
share input or
feedback.

susan@exaqueo.com
exaqueo.com

Kindly share only with attribution.