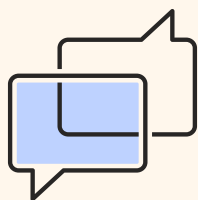


Employee Experience (EX) defines the moments that, together, shape workplace culture. While workplace culture itself cannot be designed, the experiences that shape workplace culture can.

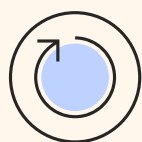


Investing in EX elevates business performance through employee wellbeing. Organizations proactively improving their EX will outperform organizations reacting to employee pain points.

**Workplace Culture:** The collective experience of work

**Employee Experience (EX):** The individual experience of work

**EX Design:** The mindful creation of employee experiences



EX Design *defines* → Employee Experience *shapes* → Workplace Culture *elevates* → organizational performance

## The Values of EX

*Use these values to reframe conversations and success metrics.*

### Work as enriching over Work as extractive

Work contributes to wellbeing. Organizations who look past seeing humans as resources will put more into employees' lives than they take out.

### Unlocking talent over Fighting for talent

When your organization becomes an environment for performance development, a small pool of top talent is no longer a problem.

### Employee-first over Customer-first

Employees create customer outcomes. Delivering great employee experience directly improves customer experience.

## The 7 Principles of EX Design

*Use these principles to shape your design process and outcomes.*

1. Find mutually beneficial outcomes for both organization and employees through the EX Design process.
2. Take a human-centred approach that encourages reciprocal trust and understanding, not traditional top-down management practices.
3. Support a continuous process of investigation, ideation, implementation and measurement. Just as culture is never 'finished', EX Design is never 'done'.
4. Design with, not for, employees. Co-design puts the needs of employees at its heart because no one knows their needs better than they do.
5. Welcome tough conversations. They create value and signal that your people trust your organization.
6. Instil ownership in every leader in the organization – it's not just up to HR. Draw on cross-functional teams and design capability.
7. Measure progress through improved performance. Measure maturity through the level of influence employees have in shaping their own EX.

