

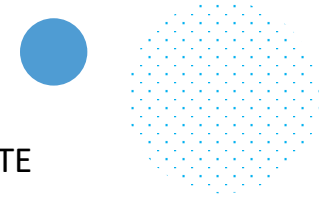
EMPLOYEE JOURNEY MAPPING

INTERACTIVE TEMPLATE

An employee journey map can help uncover employee experience issues and possible solutions. In this first section, you can use the example touchpoints as starting points for the personas and situations you'd like to map. Fill in each column and note down any pain points for the chosen persona.

Persona:

EMPLOYEE LIFECYCLE STAGES	Recruit	Onboard	Develop	Retain	Exit
	Eg. Interview	Eg. Meeting with HR	Eg. Performance review system	Eg. New manager	Eg. Exit interview
	TOUCH POINTS				
	PROCESS				
EMPLOYEE EXPERIENCE/ FEELINGS					



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Build an Employee Persona

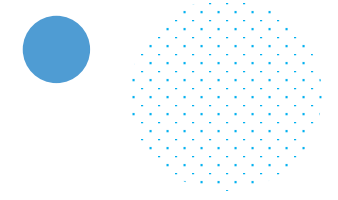
Go and talk to your employees

Dig into the pain points of your employees, what they're looking to achieve and their behaviours. What are they trying to do? What are they feeling? What are the barriers?

Define Moments that Matter

Ask employees for their own feedback

Write down 6 survey questions for your workforce to answer. Remember, they should all reflect to key moments in the employee journey.



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Set Measurements

Each of the defined stages should have a set of KPIs or initiatives. Tick the goals you want to set and note down some other ideas of your own.

Improve onboarding experience

Implement a solution for employee feedback

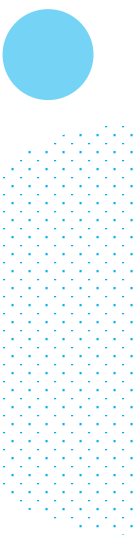
Create & launch more learning & development

Implement regular pulse surveys

Measure & Keep Improving

Your employee journey map should be ongoing

Note down steps you will take to measure and keep improving your employee journey maps.



See how Oak can help you retain employees

Book a demo