

# playbook

## employee experience



attract,  
engage  
and  
retain  
top talent

In today's world of work, creating an exceptional employee experience (EX) is no longer just a nice-to-have—it's a must-have for businesses that want to thrive.

Employees are no longer looking for a simple paycheck; they want meaningful work, connection, and a culture that values them.


That's where a strong EX strategy comes in. Drawing from the insights of Josh Bersin's The Definitive Guide, we'll walk you through the essentials of building an employee experience that attracts, engages, and retains top talent.

*EX is a Win-Win*

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# Redefining Employee Experience: It's More Than Perks

**Let's clear something up**—employee experience is NOT about offering free coffee or casual Fridays. While those perks are great, they're just the icing on the cake. Real employee experience runs deeper, touching every moment in the employee lifecycle, from recruitment to retirement. It's about creating a people-first workplace where employees feel valued, supported, and connected.

## *Key Takeaway*

EX is about the total work environment—culture, leadership, opportunities for growth, and how employees are treated day-to-day





# The Employee Experience Ecosystem: Think Holistic

According to Bersin, employee experience is an ecosystem—everything's interconnected. This ecosystem covers multiple dimensions:

- **Culture:** The core beliefs and behaviours that guide how work gets done.
- **Technology:** The tools and systems employees use daily.
- **Physical Environment:** The office layout or remote work setup.
- **Leadership:** The tone leaders set for the organisation.

It's like an orchestra—when all elements work in harmony, the employee experience soars.

## *Key Takeaway*

Every part of your workplace contributes to the overall employee experience. Be intentional about how each piece fits together.





# Leadership & Trust: The Foundation of Great EX

**You've heard it before: people don't leave bad jobs—they leave bad leaders.**

According to Bersin's research, leadership quality is the single most important driver of employee experience. Trust is at the heart of it all. Employees need to trust their leaders to feel safe, supported, and motivated. Without trust, engagement plummets, and turnover spikes.

## *Key Takeaway*

Leadership sets the tone for the entire employee experience. Invest in developing leaders who can foster trust, psychological safety, and transparent communication.



# Personalisation: One Size Doesn't Fit All

No two employees are the same, and your employee experience shouldn't be **one-size-fits-all** either. Bersin emphasises the importance of personalisation—understanding the unique needs of different employee segments, such as remote workers, parents, or younger employees. By tailoring programs and support to meet these diverse needs, businesses can create more meaningful, inclusive workplaces.

## *Key Takeaway*

Listen to your people. Create flexible policies and benefits that reflect the diverse needs of your workforce.



# Career Development: A Top Priority for Employees

Career growth is a key driver of employee retention and engagement. In Bersin's guide, he highlights the importance of creating opportunities for continuous learning, upskilling, and career progression. Employees who see a clear path forward are more likely to stick around and contribute at a higher level. If they don't? They'll take their talents elsewhere—probably to your competitor.

## *Key Takeaway*

Make career development part of your EX strategy. Provide regular feedback, learning opportunities, and clear paths for advancement.





# Wellbeing: The Core of Employee Experience

**Wellbeing isn't just an HR buzzword—it's the heart of EX.** From physical health to mental wellbeing, employees are seeking employers that prioritise balance. Bersin points out that wellbeing directly impacts performance and retention. Whether it's through monitoring workload, flexible working arrangements, mental health resources, or supportive managers, wellbeing needs to be built into your culture.

## *Key Takeaway*

A holistic wellbeing strategy isn't optional—it's essential. Foster a culture of support and balance for better performance and retention.



# The Role of Technology in EX: Enabling Seamless Work

**Technology is a huge part of the employee experience equation.** Outdated or cumbersome systems create frustration and slow people down, while streamlined tech empowers employees to perform at their best. Bersin notes that organisations with high EX scores invest in user-friendly tools that support productivity and collaboration.

## Key Takeaway

Invest in modern, intuitive technology that enhances productivity, collaboration, and the overall employee experience.



# Feedback Loops: Keep Listening, Keep Improving

**Great employee experience isn't static—it evolves.** Continuous feedback is essential to understanding what's working and what isn't. Bersin's guide underscores the importance of creating regular feedback loops, whether through surveys, one-on-ones, or pulse checks. The goal is to stay agile and responsive, adjusting your strategy as employee needs change.

## *Key Takeaway*

EX is a journey, not a destination. Build continuous feedback into your EX strategy to stay aligned with employee needs.





# Metrics That Matter: Measuring Employee Experience Success

**What gets measured gets managed**, and employee experience is no exception. Bersin recommends using key metrics like employee engagement scores, retention rates, and productivity to track the success of your EX initiatives. Regularly reviewing these metrics helps you pinpoint what's working and where improvements are needed.

## *Key Takeaway*

Use data to continuously refine and improve your employee experience efforts.

Stay proactive, not reactive.



# Start Small, Scale Big: The Road to EX Success

Finally, transforming your employee experience doesn't have to happen **overnight**. Bersin advises starting with small, impactful changes and scaling them over time. This could mean starting with leadership development or introducing a new feedback mechanism—whatever makes sense for your organisation. The important thing is to get started.

## *Key Takeaway*

Employee experience is a marathon, not a sprint. Take small steps, celebrate wins, and build momentum over time.



# EX

Creating a stellar employee experience doesn't have to be daunting.

By focusing on the right areas—leadership, personalisation, wellbeing, and technology – you can create a workplace where people are happy, engaged, and ready to perform at their best

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*EX is a win-win your employees thrive & so does your business*

