

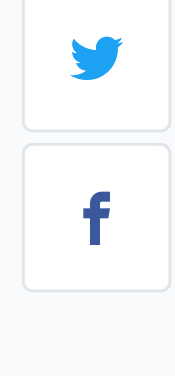
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Sep 20, 2018 Issue #18: Its Personal...So Make it Count

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 **Elizabeth M. Lembke - Chief Talent Navigator (HR Consultant)**  
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Trending in the world of HR is [employee experience](#), which is ala [Core HR](#):

...the day-to-day interactions that define an employee's working life – it can also be positive, neutral or negative. It encompasses everything that an employee experiences from their first interaction with an organisation to their daily working life to their attitude when they finally leave the firm.

The concept is originally attributed to Professor Bernd [Schmitt](#), Columbia Business School, and Kaveh [Abhari](#), MIS professor at San Diego State University, and essentially outlines (*disclaimer: this is me extremely abbreviating*) that:

*how an employee feels like they are treated as a human being effects all of the most important "things" that an organization seeks to optimize>(\* things like customer joy, quality, service, engagement, binding of the best knowledge, sharing, innovation, discretionary effort, culture, output, productivity, etc. etc. etc.).*

These interactions are especially pertinent in the so-called *moments that matter or touch-point interactions*. Or as I like to explain it, when an employee or colleague is stressed/excited/anticipating and their senses are peaked towards an outcome. Depending on how the interaction plays out it can either be awesome/satisfying, non-plussing, or frustrating/maddening . You know the saying *"death by a thousand cuts or permanent withdrawal via cutting remarks?"*

No? Well, I can imagine you understand what it means.

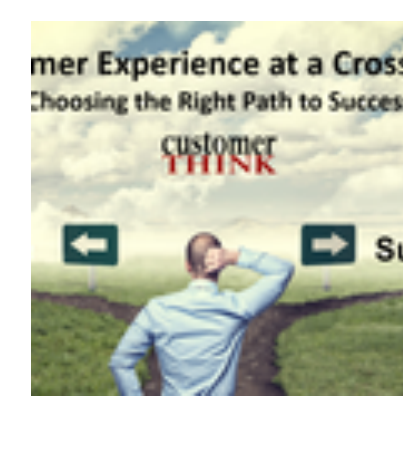
Let's a closer look at the buzz on *employee experience* being effected by *moments that matter*. Because:



True in more ways than one

### Jargon Explained

#### Employee Experience Management | CustomerThink



This is one of the original posts (way back in 2009) detailing the concept of how customer experience relates also to the internal customer. It highlights some of the key findings from Bernd Schmitt's work and Abhari's interpretation into a broader context.



#### Is employee experience really all about your manager? - EX Journal

Something that one often hears is: "people don't leave their companies, they leave their managers." Now for me, that statement has always ground a bit because that makes it too easy to blame turn-over on managers/manager quality. The dirty little truth about Employee Experience is that your managers are just one component of the overall experience - and not necessarily the most important one. While there is criticism of Maslow's pyramid, the schematic points out: how are we doing to meet the most important needs and expectations.

[www.exjournal.org](http://www.exjournal.org)

#### Small, but effective: 6 commonly overlooked actions to increase employee engagement



Meaningful work, open communication, a sense of direction... In our heads, we seem to know a lot of what helps maintain employee engagement. However, in practice, keeping our team engaged can be at times easier said than done? These are very simple tips that - regardless of context - make a difference.

[blog.knowyourcompany.com](http://blog.knowyourcompany.com)

#### A new model for employee engagement | Deloitte Insights



Employee engagement is paramount for engaging and attracting today's top talent. This is Deloitte's introduction of the five elements and underlying strategies to make organizations "irresistible". In a separate [five part series](#) (tip for HR folks - I recommend checking out the full series) Josh Bersin dives into what specifically makes a company like a Robert Palmer song.

[www2.deloitte.com](http://www2.deloitte.com)

### Tips & Further Reading for HR Types



#### Moments that matter: a catalogue | HR Trend Institute

During the employee journey, there are critical moments that are important in establishing the employee experience: moments that matter. This is a food-for-thought starting point for asking: what are the moments in our own lives that we have experienced? Positive, negative, neutral: how could they have been better? What can we do to make the moments better?

[hrtrendinstitute.com](http://hrtrendinstitute.com)

#### Measuring the Customer Experience of HR (Why and How)



The argument for proactively managing the customer experience of HR is clear: organizations who successfully deliver on the 'moments that matter' (such as recruitment, onboarding, relocation etc.) can positively influence employee engagement with tangible benefits for retention and discretionary effort.

[www.digitalhrtech.com](http://www.digitalhrtech.com)



#### A Maturity Model for Employee Experience – TI People

I really like Volker Jacobs from TI People and believe the work they are doing on digital transformation is taking the right thoughts and making them relevant and personal.

Anyway, in this article, Volker details how HR can design a compelling Employee Experience and manage it at scale. He introduces a maturity model offers an implementation roadmap and readiness diagnostic to help HR focus limited resources on the right actions.

It is a good cross-check for HR to ask:

- how are we ensuring that the most important things we do are actually the ones matter most to our people and organizations?

[www.ti-people.com](http://www.ti-people.com)

Obviously I am a fan of this trend to ask how are we designing work, paying conscious attention to how we interact and the power of perception. Therefore my curiosity around your own experiences - positive or negative - what made a difference for you?

### Question of the Week: What was a Moment at Work that made the biggest difference for you?


*Little plug here at the end:* I am really excited about being an ambassador for #SOSUEU (Sourcing Summit Europe) where one of the main aspects is how can we be better at designing and ensuring positive recruiting / sourcing experiences. If you are curious and want to learn more, hit me up!

Thanks everyone - enjoy the last bit of summer sun and fun!

All my best regards,

Liz

Did you enjoy this issue? [Yes](#) [No](#)

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