

# BelongHQ

## Belonging Maturity Journey

By understanding and progressing through these maturity levels, leaders can systematically transform their organizations into thriving communities where employees feel valued and empowered to contribute their best.

This maturity model illustrates the progression from a disconnected workforce to a thriving community where employees feel deeply connected and engaged.



	Level 1: Disconnected Workforce	Level 2: Basic Awareness and Efforts	Level 3: Structured Belonging Initiatives	Level 4: Integrated Sense of Belonging	Level 5: Deep Connection and Thriving Community
<b>Employee Experience:</b>	Employees feel isolated, undervalued, and disconnected from their colleagues.	Initial attempts to build a sense of belonging through team-building activities and internal communication.	Thanks to structured initiatives promoting belonging, employees begin to feel a stronger connection to their colleagues and the company.	Most employees feel a strong sense of belonging, and there are high levels of trust and connection within the workforce.	Employees feel a profound connection to their colleagues and the company, experiencing a deep sense of trust and belonging.
<b>Employee Experience:</b>	Engagement levels are very low, with minimal motivation and morale.	Some employees start to feel more connected, but overall engagement remains low.	Engagement levels rise, with more employees motivated and willing to participate in company activities.	Engagement and morale are consistently high, with employees taking pride in their work and contributions to the company.	Engagement is at its peak, with employees acting as ambassadors for the company and inspiring others.
<b>Employee Experience:</b>	High levels of stress and anxiety, with a significant portion of employees considering leaving the organization.	Limited collaboration, often restricted to within teams rather than cross-departmental.	Collaboration increases, with some cross-departmental projects showing positive results.	Collaboration becomes more natural and widespread, with employees eager to share ideas and support each other.	Collaboration is seamless, with teams effortlessly working together across departments and locations.
<b>Employee Experience:</b>	Minimal collaboration, with employees working in silos and avoiding interaction.	Employees are beginning to see the value in the company's mission and goals.	Employees have a clearer understanding and alignment with the company's mission and values.	Employees feel deeply aligned with the company's mission, actively contributing to its success.	Employees align fully with the company's mission and purpose, often leading initiatives that drive the company forward.
<b>Employee Experience:</b>	No connection to mission/values; employees feel their work is isolated from the company's purpose.	Basic awareness of mission/values; some alignment, but not consistent across roles.	Growing alignment; employees begin to see how their work supports company goals.	Strong alignment; employees consistently integrate mission/values into their daily tasks.	Deep connection; employees fully embody the mission/values and advocate for them in their work, driving engagement and loyalty.
<b>Corporate Outcomes:</b>	Engagement and Productivity: Low productivity and poor performance, with employees doing the bare minimum.	Engagement and Productivity: Slight productivity increases as some employees become more engaged.	Engagement and Productivity: Noticeable improvement in productivity and overall employee performance.	Engagement and Productivity: High productivity levels across the board, with employees consistently exceeding expectations.	Engagement and Productivity: Exceptional productivity, with the company consistently outperforming competitors.
<b>Corporate Outcomes:</b>	Retention: High turnover rates, leading to significant recruitment and training costs.	Retention: Reduction in turnover but still above industry standards.	Retention: Turnover rates begin normalizing, with employees feeling more secure and valued.	Retention: Low turnover rates, with employees choosing to stay due to a strong sense of belonging and community.	Retention: Minimal turnover, with employees deeply invested in the company's long-term success.
<b>Corporate Outcomes:</b>	Collaboration and Innovation: Poor collaboration, limited innovation, and ineffective problem-solving.	Collaboration and Innovation: Collaboration improves within teams but is still limited across the organization.	Collaboration and Innovation: Enhanced collaboration leads to more effective problem-solving and some innovative solutions.	Collaboration and Innovation: Collaboration drives significant innovation, leading to breakthrough ideas and solutions.	Collaboration and Innovation: Continuous and impactful innovation, with the company setting industry standards.
<b>Corporate Outcomes:</b>	Customer Satisfaction: Poor customer service, leads to low customer satisfaction and loyalty.	Customer Satisfaction: Some improvement in customer service, leading to a slight increase in customer satisfaction.	Customer Satisfaction: Better customer interactions, lead to higher satisfaction and early signs of increased loyalty.	Customer Satisfaction: Excellent customer service, resulting in high satisfaction and loyalty and a strong brand reputation.	Customer Satisfaction: Outstanding customer service and loyalty, leading to market leadership and sustained growth.
<b>Corporate Outcomes:</b>	Corporate Culture: A negative corporate culture with a toxic work environment makes attracting and retaining talent difficult.	Corporate Culture: Slowly improving culture but still needing a cohesive and inclusive environment.	Corporate Culture: Positive shift in corporate culture, with a more inclusive and supportive environment.	Corporate Culture: A thriving corporate culture known for inclusivity, support, and a strong sense of community.	Corporate Culture: A model corporate culture that attracts top talent and is recognized as a leader in the industry.
<b>Corporate Outcomes:</b>	Resilience and Adaptability: Lack of resilience and resistance to change, resulting in poor adaptability to market changes or new opportunities.	Resilience and Adaptability: Some employees show resilience, but overall adaptability remains low.	Resilience and Adaptability: Improved resilience and a growing ability to adapt to changes, though some challenges remain.	Resilience and Adaptability: High resilience and adaptability, with the organization quickly responding to challenges and seizing new opportunities.	Resilience and Adaptability: Unmatched resilience and adaptability allow the company to navigate challenges and capitalize on opportunities with ease.