Co-Designing the Employee Experience

Steven Chaparro

"We shape our buildings, thereafter they shape us."

WINSTON CHURCHILL

I help creative companies transform their workplace culture through co-creative design.

The world is changing.

The workplace is changing.

“What got you here won’t get you there.”

MARSHALL GOLDSMITH

The workplace expectations are changing.

Imagine a CEO/founder who goes from being an architect of culture to a facilitator of culture.

As an architect, a CEO/founder designs the company's culture *for* the employees.

As a facilitator, a CEO/founder co-designs the company's culture *with* the employees.

What if employees found alignment between their personal and professional lives at work?

Co-Designing the Employee Experience

EX = HR + HCD + XD

"Customer experiences…are essentially emotions reactions to moments…"

BRIAN SOLIS

Welcome to the Experience Economy

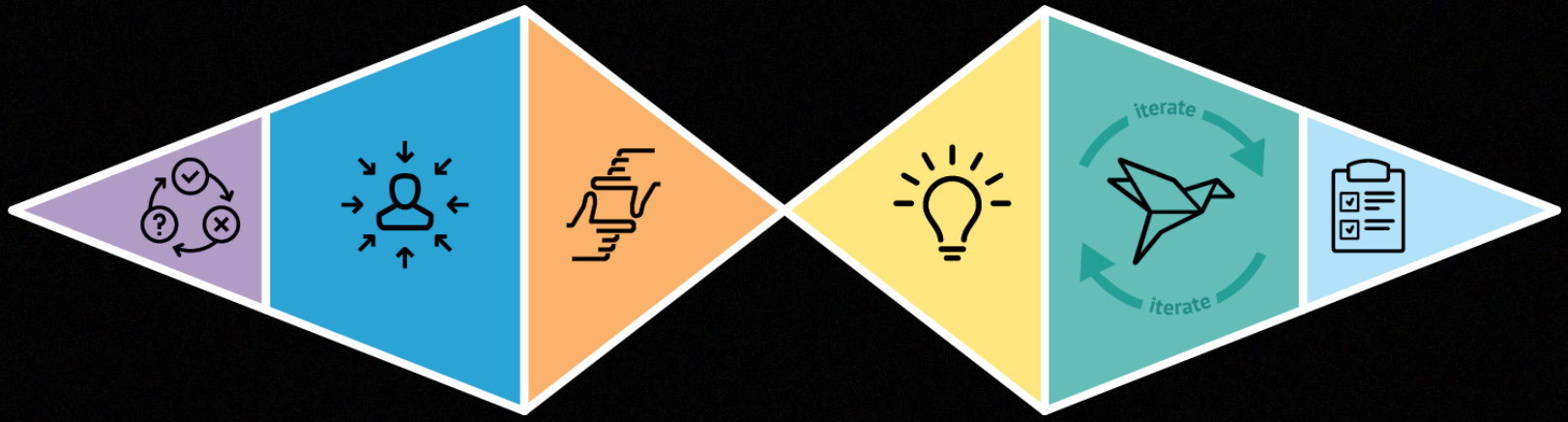
Welcome to the Transformation Economy

*"Employee experience encapsulates **what people encounter, observe or feel** over the course of their employee journey at an organization."*

ROBERT BLOOM

Design Thinking is an iterative methodology for solving complex problems.

Design Thinking Process



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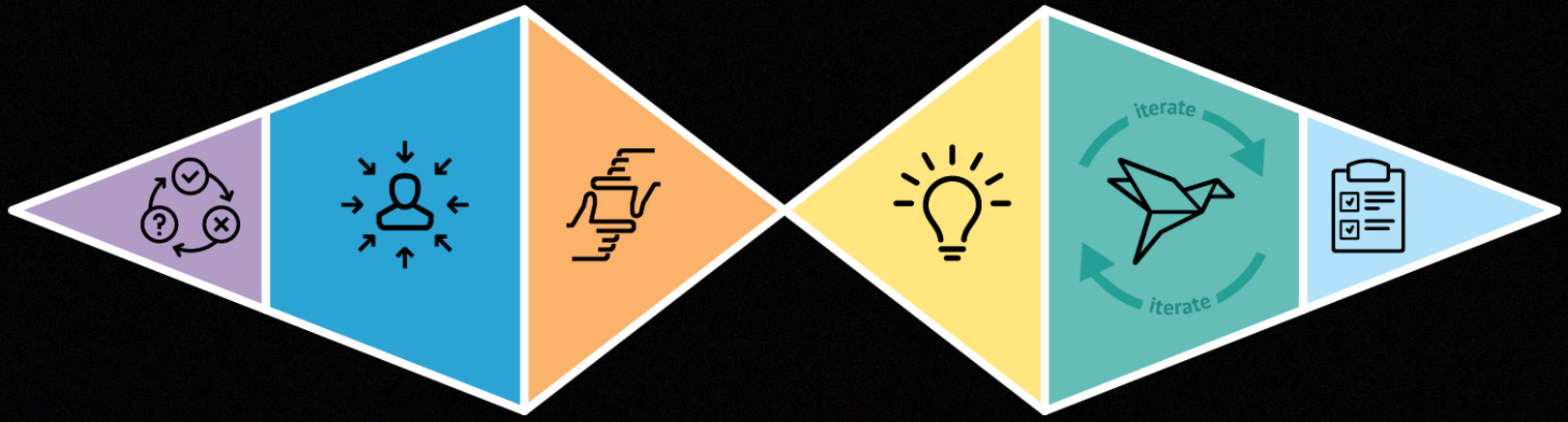
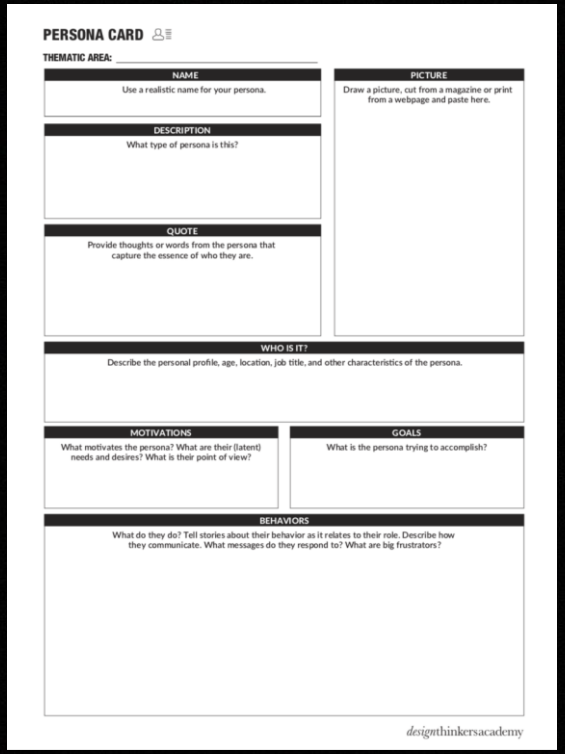


Plan Empathize Reframe Ideate Prototype Test

Employee Persona Development



PERSONA CARD

THEMATIC AREA: _____

NAME	PICTURE
Use a realistic name for your persona.	Draw a picture, cut from a magazine or print from a webpage and paste here.
DESCRIPTION	
What type of persona is this?	
QUOTE	
Provide thoughts or words from the persona that capture the essence of who they are.	

WHO IS IT?

Describe the personal profile, age, location, job title, and other characteristics of the persona.

MOTIVATIONS	GOALS
What motivates the persona? What are their (latent) needs and desires? What is their point of view?	What is the persona trying to accomplish?

BEHAVIORS

What do they do? Tell stories about their behavior as it relates to their role. Describe how they communicate. What messages do they respond to? What are big frustrators?

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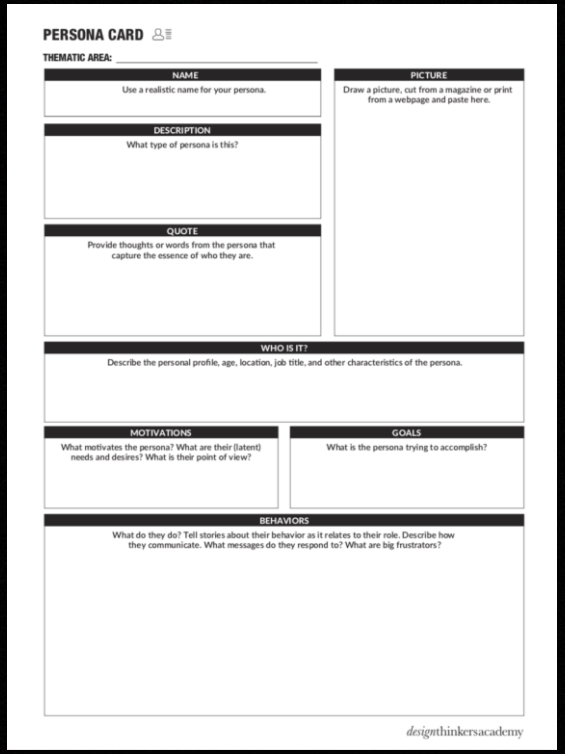

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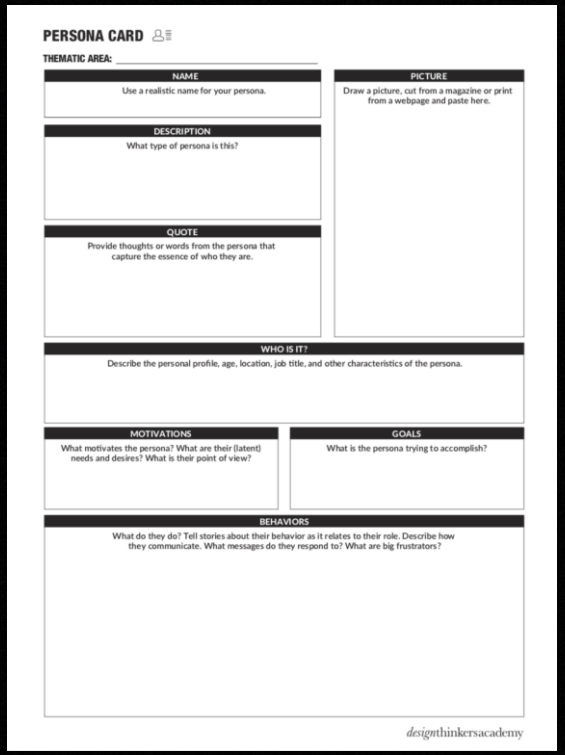
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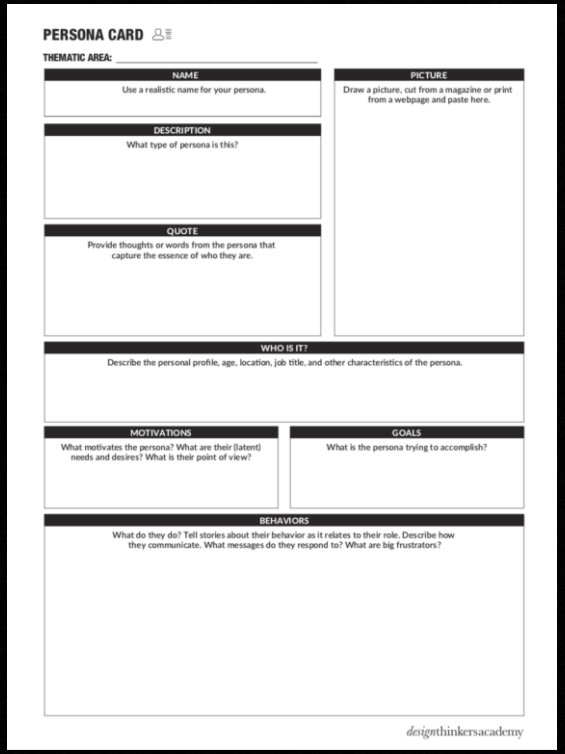

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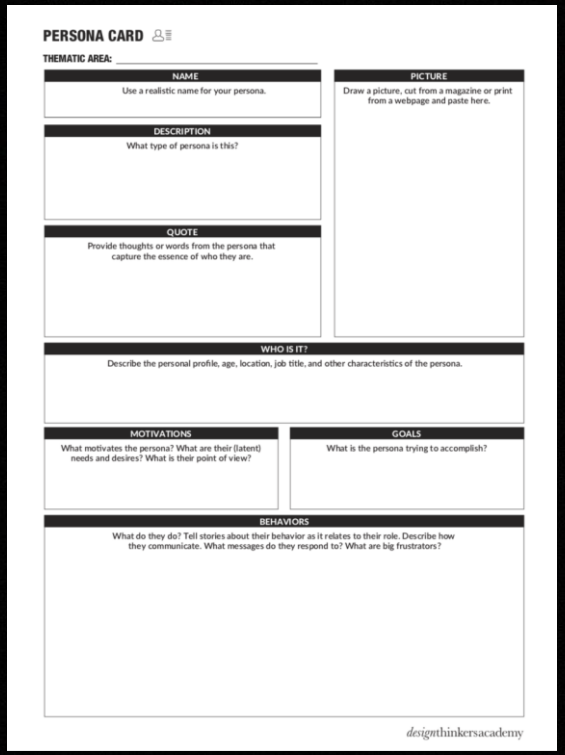

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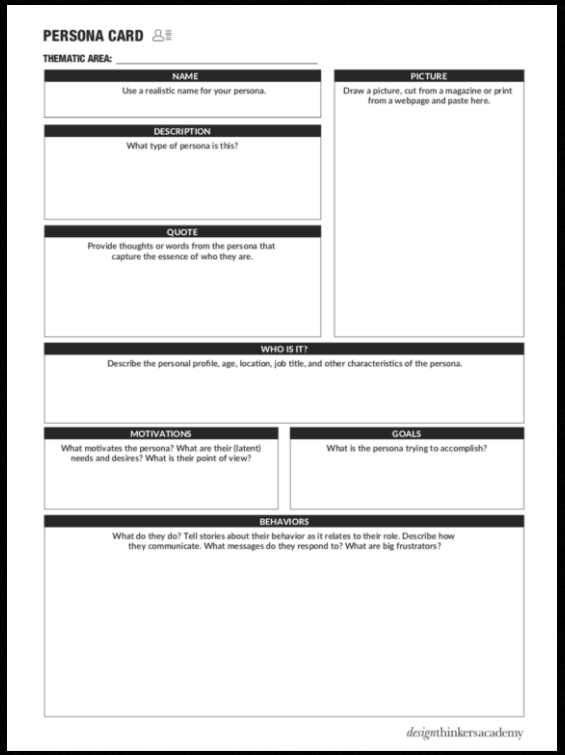

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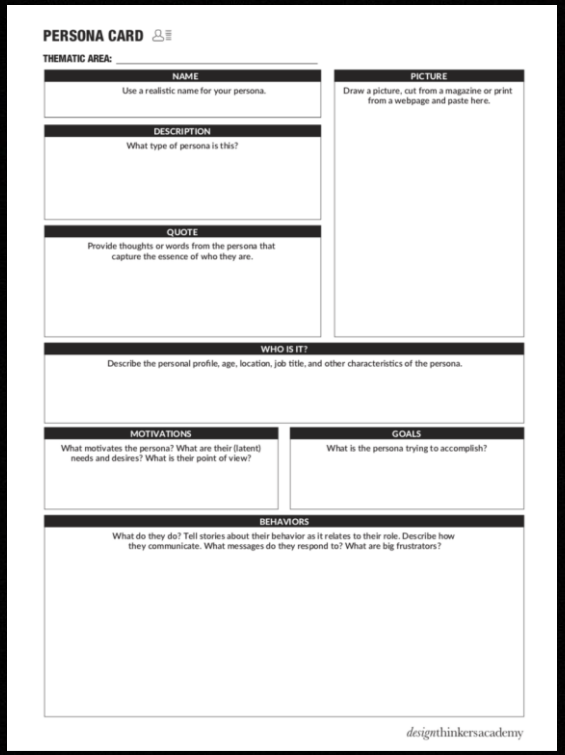

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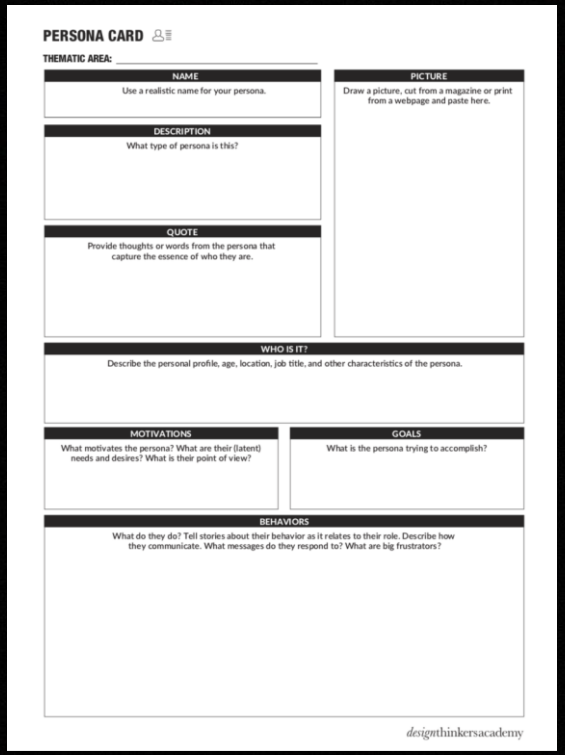

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Employee Journey Mapping

- Steps
- Emotional Status
- Touchpoints
- Persona Goals
- Barriers
- Organizational Initiatives
- Insights & Opportunities

CUSTOMER JOURNEY MAP
TEAM: Sarah
PERSONA
EMOTIONAL STATUS
JOURNEY STEPS
CUSTOMER JOURNEY MAP

One last story...

Thank you.

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@STEVENACHAPARRO