



Leading through Employee Experience



Masterclass

**Strategies for Attraction, Development, and
Retention of Great People**

As A Leader...



...you understand that the success of your organization rests on the shoulders of your people. **They are the lifblood of your business, and their performance is what drives your results.** Yet, many leaders overlook the importance of the employee experience in achieving those results.

PROBLEM

46% of people do not enjoy their work, not seeing an enticing future ahead

IMPACT

56% of employees are looking at opportunities to move to other employers.

OUTCOME

22% of strategic initiatives achieve intended results

Organizations are facing increasingly complex obstacles to resolving the pressing problems that hold their progress and success back: with more than two-thirds of the resistance being from people within the organization not aligned to leadership goals.

Finding the answer would be a catalyst for change.

Opportunity



The answers to the pressing obstacles blocking performance and progress are within the organization: employee experience. By measuring and mapping the perspectives of people, leaders gain insights to the perceptions that most impact change and results.

Yet, only 10% of organizations access employee experience data while achieving three times the success as compared to others. WorkInsights brings the Leading through Employee Experience Masterclass: a proven strategy that can triple the success rate of your projects and initiatives and boost profitability by an astounding 27%.

Your decision to join our groundbreaking Masterclass sets you and your organization apart. Equip yourself with the knowledge, strategies, and hands-on experience to be a catalyst for positive change.

Learn how to foster a culture of connection that not only retains top talent but also accelerates your business performance to unseen heights. Leverage the power of data to make informed decisions that drive continuous improvement. By participating in this program, you're investing in the potential to see tangible, measurable change in your organization's performance and culture.





Employee experience is the unique mindset of how people collectively interact and work together, how they think, feel, and take actions from their perspectives of what is valued, what is not.

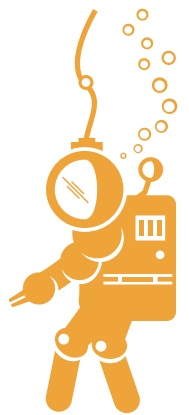
If you are struggling to see the connection between employee experience and business success, it's time to take a step back and re-evaluate. A strong employee experience can increase your organization's productivity, profitability, and innovation. It can also attract and retain top talent, giving you a competitive edge in your industry. And an employee-centric business is a customer-centric business.

But where do you begin? How do you create an employee experience that truly drives results?

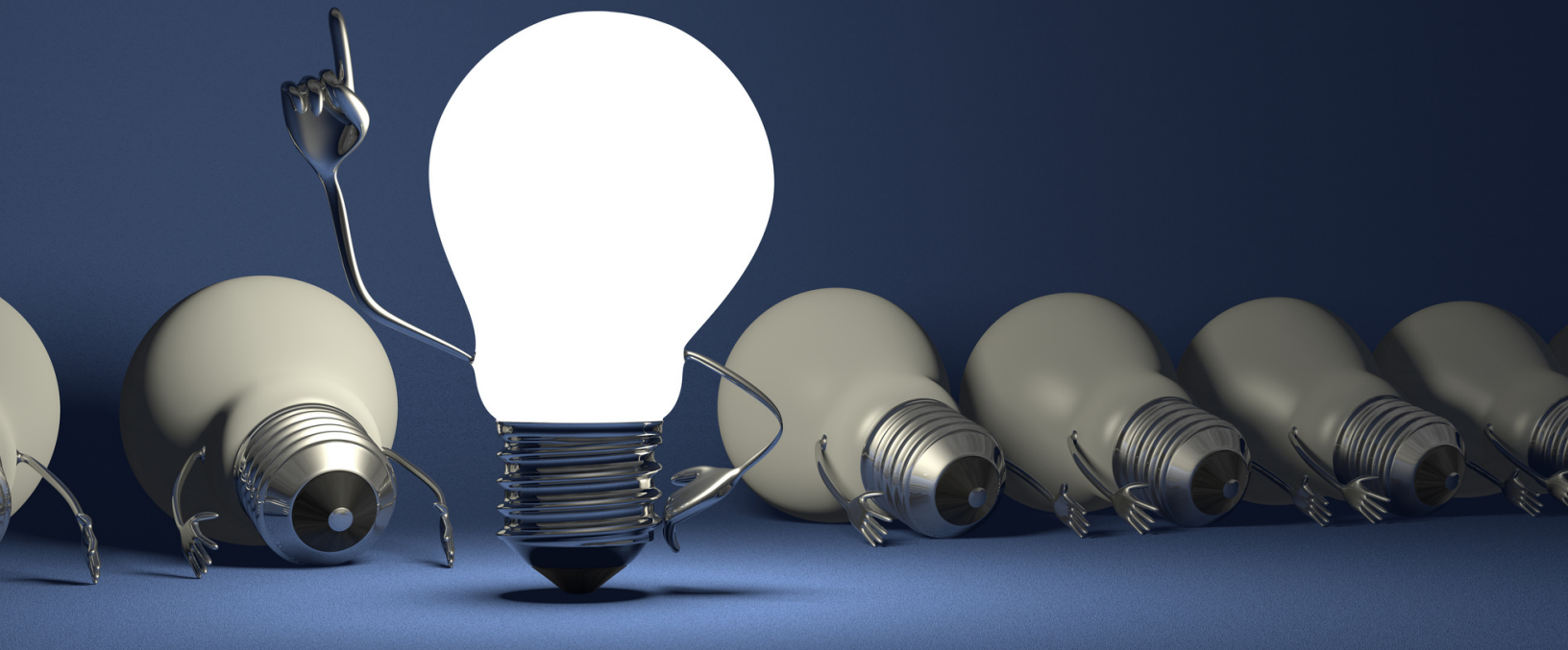
That's where our program comes in, designed to support leaders like you through the process of measuring, analyzing, and enhancing the employee experience. We'll help you understand the key drivers of employee engagement, satisfaction, and productivity, and how to create a culture that supports them.

In an era of rapid change, dynamic work environments, and ever-evolving markets, leaders face the daunting task of steering their organizations toward success. This success is contingent on their ability to adapt, innovate, and, most importantly, harness the full potential of their workforce.

Designed for forward-thinking leaders, we provide a deep dive into the art and science of employee experience. By taking a human-centered, data-driven approach, this groundbreaking program equips leaders with the tools to attract, develop, and retain top talent in a rapidly changing business landscape.



The A-ha Moment



The answers to retaining great people, aligning teams to the same page, and resolving the critical problems blocking the progress of your organization lies within the business itself! Untapped.

Unlock this potential by understanding the profound impact of employee experience, harnessing the power of data analytics, and fostering a healthy workplace. By leveraging data insights, you gain the answers to unresolved challenges, and move change forward.

Data plus people equals problem-solving – and higher returns - for the business.



Ignite Your Potential

Delve into a comprehensive program that empowers you to apply the principles of employee experience and leverage data analytics, creating a thriving work environment that aligns with your organizational goals. This enables your business to be more adaptive, resilient, and strategically inclined.



Many leaders face significant challenges in fostering a positive, engaging, and productive workplace environment due to rapidly changing work dynamics, shifts in employee expectations, and evolving leadership roles. This often results in a disconnect between leadership and employees, negatively affecting employee experience, engagement, and organizational capital. These challenges are further exacerbated by a lack of clear strategies and tools to effectively measure, manage, and enhance these aspects, leading to potential talent attrition, reduced productivity, and sub-optimal financial outcomes.

The Leading through Employee Experience Masterclass equip leaders with the necessary skills, strategies, and insights to address these challenges, thereby transforming their organization's culture, enhancing employee experience, and ultimately, driving organizational success.



Program Outline

The program is provided in-person for eight 2-hour group sessions, supported by two individual application sessions for each participant. The approach is one of applied concepts to specific examples and customized to the participant's organization. The intent of the program is to make a positive difference for people. As much as possible, we customize the program to your specific situation, using data from recent and regional studies for comparisons.

KEY APPLICATIONS FROM OUR MASTERCLASS:

1) Unlock Business Performance: Mastering Employee Experience

- Dive deep into the intricate relationship between employee experience and business performance. You'll gain insights into the factors that influence this experience and how to enhance it for your organization's success.

2) Create a Powerhouse: Cultivating a High-Performance Work Environment

- Learn practical strategies to transform your workplace into a high-performance environment. Discover how effective leadership, collaboration, and communication techniques can foster a positive and inclusive culture and enhance employee well-being.

3) Redefine Success: Strategic Alignment with Organizational Goals

- Explore how aligning employee experience with strategic objectives can redefine your organization's success. Learn effective communication strategies that foster employee ownership, creating a deep sense of purpose and driving business performance.

4) Fuel Success: Harnessing Employee Engagement

- Unlock the transformative impact of employee engagement on performance. Learn to measure and elevate engagement levels, craft a culture of continuous feedback, and ignite employee motivation.

5) Uncover Insights: Leveraging Data Analytics

- Dive into data analytics and discover its potential for enhancing employee experience and performance. Learn effective data collection and analysis techniques and use these insights to identify growth opportunities and drive continuous improvement.

6) Practical Learning: Applied Data Analytics

- Engage with hands-on case studies to apply your data analytics skills in a real-world context. Implement data-driven initiatives, monitor their effectiveness, and continuously improve based on the insights you gain.

By completing our masterclass, you will have the knowledge, skills, and strategies to create a thriving work environment that aligns with your organizational goals. This program will enable you to enhance engagement, optimize performance, and drive business success using a data-driven approach.



Takeaways and Impacts

The "a-ha" moment participants can expect from the Leading through Employee Experience Masterclass comes from understanding that culture – something often perceived as intangible or "just the way things are" – can be purposefully shaped, measured, and optimized through data-driven strategies.

They'll realize that transforming their workplace isn't just about implementing top-down decisions or policies; it's about fostering a culture of connection, affiliation, and engagement. It's about creating an environment where employees feel valued, heard, and motivated to contribute their best.

Moreover, they will recognize that data analytics isn't just a tool for measuring business performance, but a potent instrument for understanding and enhancing the employee experience. They will see how data-driven insights into employee behavior, needs, and preferences can guide them in designing interventions and strategies that boost engagement and performance.

This pivotal shift in perspective will enhance their impact at work by allowing them to approach challenges and opportunities from a more informed, strategic, and empathetic standpoint. It will enable them to effectively lead change, cultivate a thriving work culture, and drive continuous improvement – all based on a solid understanding of their team's experiences and needs, backed by data.

Their newfound knowledge will be a catalyst for change, inspiring them to apply the principles they've learned, not only in tackling existing issues but also in seizing opportunities for growth and improvement.

This "a-ha" moment can truly redefine their approach to leadership and workplace culture, leading to meaningful, lasting changes in their organizations.

The course delves into the importance of creating an employee-centric workplace that prioritizes inclusivity, growth opportunities, and clear expectations. It emphasizes the need for leaders to remove workflow frustrations and foster a culture that values employee perspectives.

But it doesn't stop there. The course also explores effective leadership styles that enhance organizational capital. Leaders will learn how to strike a balance between autonomy and operational discipline, promoting bottom-up innovation and collaboration. They'll discover how to allocate resources effectively to encourage experimentation and drive positive change.

A notable aspect of the course is its focus on diversity and inclusion. It provides insights into fostering a culture that promotes innovation, collaboration, and inclusivity. Participants will learn how to create diverse project teams, ensure diverse talent retention and advancement, and provide accommodations for disabilities.

Finally, the course offers practical steps to undertake a successful organizational transformation. It helps leaders diagnose the health of their organization, create a vision for change, and develop a blueprint for empowerment, innovation, and engagement.





Here are some potential insights that could significantly shift their perspective and approach:

- 1) Understanding the Link between Organizational Capital and Business Success:** Measuring and mapping culture, values, and employee experience to significantly influence the organization's performance and competitive advantage.
- 2) Realizing the Power of Employee-Centric Workplaces:** Uncovering opportunities to address employee needs and removing workflow frustrations, to significantly improve engagement, productivity, and retention, customized to the specific organization.
- 3) The Impact of Leadership Styles on Organizational Capital:** Framing how leadership styles can either cultivate or impede organizational capital, and how promoting autonomy, bottom-up innovation, and development can foster a more robust and resilient organization.
- 4) The Value of Inclusive and Diverse Teams:** Acknowledging the direct correlation between diverse, inclusive teams and innovation, and ensuring the sense of belonging that is crucial for retention and advancement, essential for company success.
- 5) The Essential Role of Employee Experience in Attraction, Development, and Retention:** Seeing the strong connection between employee experience and talent attraction, development, and retention, and realizing the importance of having a holistic, employee-centric approach in their leadership style, with data and analytics to provide applied cases and examples.
- 6) The Potency of Data-Driven Decision Making:** Learning to leverage data analytics and employee perspectives for better decision-making and realizing the importance of implementing data-driven strategies.
- 7) Transformation is Possible:** Understanding that changing an organization's culture is not only achievable but also essential for staying competitive and thriving in today's rapidly evolving business landscape through employee experience metrics.

Each of these insights can fundamentally shift the way leaders approach their roles, leading to more effective leadership and stronger, more successful organizations.



The course builds on six critical approaches:

- 1) The importance of employee experience:** In this part of the program, we will explain why the employee experience is critical to the success of your organization. You will learn about the latest research and insights into what makes employees happy and productive, and how to use this information to drive your organization forward.
- 2) Identifying the problem:** The second part of the program focuses on how to identify the problem areas in your organization. We will teach you how to use data and analytics to pinpoint the areas where your organization is falling short, and how to develop a clear problem statement.
- 3) Understanding why it's happening:** In this part of the program, we will explore the root causes of the problems identified in the previous part. You will learn how to dig deep and uncover the underlying issues that are holding your organization back.
- 4) Resolving the problem:** Once you have identified the problem and understood its root causes, it's time to take action. In this part of the program, we will teach you how to develop a plan to resolve the problem and move your organization forward.
- 5) Creating a shared vision:** A critical component of any successful organization is a shared vision. In this part of the program, we will teach you how to create a vision that inspires and motivates your team to work towards a common goal.
- 6) Influencing change:** The final part of the program focuses on how to engage people to support change and achieve your goals. You will learn how to measure resistance to change, foster a culture of accountability, and provide the necessary resources to drive results.

Our program is designed to be practical and actionable. You will come away from each part of the program with concrete steps that you can take to improve your organization. Our experienced facilitators will guide you through each part of the program, providing support and guidance along the way.



Outcome

This course can provide immense value for leaders in several ways:

- 1) Enhanced decision-making:** By offering a data-driven approach, the course enables leaders to make informed decisions based on insights gathered from the organization. This can lead to more effective strategies for attracting, developing, and retaining top talent.
- 2) Improved understanding of employee needs:** The course emphasizes the importance of understanding employee perspectives to create a better work environment. Leaders will gain a deeper appreciation of the factors that contribute to positive employee experiences, helping them tailor their approach to address workforce needs.
- 3) Greater alignment:** The course helps leaders identify and resolve potential misalignments within the organization. By fostering a shared understanding of the organization's goals, leaders can ensure that everyone is working towards the same objectives, increasing overall efficiency and effectiveness.
- 4) Better change management:** The course equips leaders with the knowledge and tools to address resistance to change, enabling them to implement new initiatives more effectively. This can lead to smoother transitions and a more agile organization that can adapt to evolving business environments.
- 5) Higher employee engagement:** By focusing on employee experience, the course helps leaders create a work environment where employees are more engaged and committed to the organization's success. Increased engagement can lead to higher productivity, better performance, and a more innovative workforce.
- 6) Reduced turnover:** By addressing the factors that contribute to employee retention, the course assists leaders in creating a more stable workforce, reducing the costs associated with turnover and the loss of valuable talent.
- 7) Reputation enhancement:** By creating a positive employee experience, leaders can improve their organization's reputation as an employer of choice, attracting top talent and potentially leading to better overall business performance.



Overall, this course can empower leaders to create a thriving work environment that supports the attraction, development, and retention of employees, ultimately driving organizational success.

It provides leaders with tools to gauge their organization's health, envision change, and craft a blueprint for empowerment, innovation, and engagement.

But what sets this course apart is its commitment to personalized learning. Throughout the program, leaders gain access to custom relevant data specific to their organization. These data insights, coupled with a personalized, ongoing case study, create a real-world, immersive learning experience. Leaders can apply the concepts learned directly to their organizational context, witnessing the impact of their strategies in real-time.

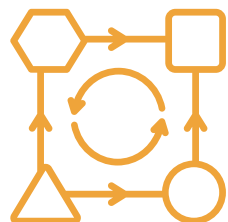
Our program is based on the latest research and insights into what makes organizations successful. We understand that your employees are your most valuable asset, and we know how to help you harness their potential.

Transform Your Business

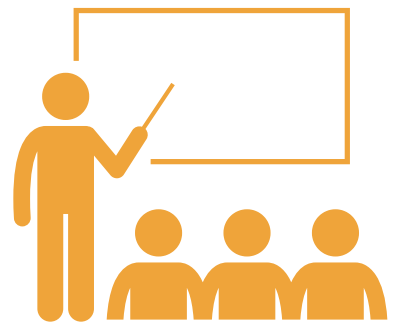
the common problem of a disconnect between employee experience and business performance by leveraging our program. It's time to bridge this gap, optimize the quality of work for people and unlock the full potential of your business with our insightful, comprehensive masterclass.

Join us on this journey to redefine your workplace.

Welcome to our Leading through Employee Experience Masterclass!



Taught and Led by



Michael DeVenney CFA, ICD.d Founder

With over twenty years of experience, Michael, a seasoned consultant, is dedicated to guiding organizations towards a brighter future by challenging assumptions and revealing opportunities through data and incisive questioning. He founded The WorkInsights Project in 2015, a research initiative focusing on entrepreneurs and wellness, which positioned him as an industry thought leader. Michael developed a series of disruptive and innovative growth programs, all grounded in data-informed insights. His next venture, WorkInsights, is a business analytics and consulting platform designed to enhance understanding of workplace environments and foster quality of work and financial performance.

A lifelong learner, Michael has an impressive educational background, including a Chartered Financial Analyst degree (1988) and, most recently, he achieved the Certificate in Digital Transformation: Strategy and Culture from the prestigious MIT Sloan School of Business in 2022. Other certifications from esteemed institutions such as Villanova University, Michigan State University, Sir Wilfred Laurier University, Harvard University, Northwestern University, London School of Economics, and Oxford University. He is passionate about using his knowledge and expertise to enable leaders and organizations to adapt, thrive, and promote a healthy employee experience.