The Importance of Employee Experience in Culture

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Culture is the backbone of your organization; it is the character and personality behind the way things are done and affects each and every employee, every day. A positive culture supports your organization's mission, vision, and values, and delivers a positive employee experience. Employees today are looking for meaning and fulfillment from their work. When steps are taken to deliver a positive experience, you drive employee performance, impact attitudes, improve satisfaction, and increase loyalty. What steps can you take to elevate your company culture and improve the employee experience?

1. Add visibility to employee achievements.

It's important that employees feel they make an impact through their work. By adding visibility to their successes and contributions, you improve their sense of worth, and thus, the employee experience. Start by identifying what specific behaviors would promote organizational growth, then clearly communicate these goals. When these behaviors and goals are achieved, offer recognition to promote personal growth and a positive employee experience.

2. Make sure your leaders are on board.

The role of leadership in employee experience is critical. Leaders that are motivated to improve your culture are most likely to clearly communicate your organizational vision and desired behaviors. By offering leaders education on your organizational goals, creating meaningful recognitions and positive reinforcement, you involve key players that can positively impact employees and their experience within your organization.

3. Bring employees together.

When employees come together, they have the opportunity to share experiences, create meaningful connections, and build a stronger team. Teambuilding activities encourage people to connect, communicate, and problem solve as a group. A team that can work together is more collaborative, productive, and motivated. As your employees get know one another better, sharing in organizational challenges and successes, they are more likely to feel comfortable at work and find satisfaction on a social level.

4. Measure the employee experience.

While there are many methods for measuring the employee experience, they should all aim to help leadership understand how employees feel about their role within your organization. Employee engagement surveys and engagement tracking technology are two effective ways of checking in on the personal and professional fulfillment of your employees. Are they doing meaningful work, do they feel their strengths are being utilized, and do they feel they are making an impact? These measurements can provide vital insight into the employee experience and will help you identify areas of improvement.

When employees and leaders can relate to one another and come together to reach organizational goals you contribute to organizational success and a positive employee experience. Satisfied employees are more productive, dedicated, and loyal - a combination that is integral to an elevated culture that makes your organization a great place to work.