



Employee Journey Mapping Template



Motivated, productive employees form the heart of successful organizations. And, it's not just us saying, there's much research that confirms this. For instance, a Harvard Business Review study shows that organizations can increase their revenue by 50% by moving from the bottom to the top quartile in employee experience metrics. Recognizing benefits like these, companies worldwide have started focusing on optimizing their employee experiences.

This is where the role of **employee journey mapping** comes in. Turns out, it's precisely what you need to streamline the employee journey, add a personal touch, and strike the right note with employees.

Ready to create an employee journey map specific to your organization?



Employee Journey Stage	Touchpoints	Predominant Emotions	Checklist
<p>Stage 1: Attraction</p>	<p>Job postings, company career page, employee referrals, and social media presence.</p>	<p>Excitement, curiosity, and frustration.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Enhance job descriptions <input type="checkbox"/> Optimize the career page for mobile devices <input type="checkbox"/> Implement an employee referral program
<p>Stage 2: Recruitment</p>	<p>Initial contact with recruiters and the interview process.</p>	<p>Nervousness, confidence, and disappointment.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide timely feedback to candidates <input type="checkbox"/> Personalize communication <input type="checkbox"/> Streamline the offer negotiation process
<p>Stage 3: Onboarding</p>	<p>Welcome message from HR, orientation sessions, access to necessary tools and resources.</p>	<p>Eagerness, feeling overwhelmed, gratitude.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Create a comprehensive onboarding checklist <input type="checkbox"/> Implement a buddy system <input type="checkbox"/> Collect feedback from new hires
<p>Stage 4: Development</p>	<p>Performance reviews and training and development.</p>	<p>Engagement, frustration, disillusionment, and satisfaction.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Provide regular feedback and coaching <input type="checkbox"/> Offer personalized learning paths <input type="checkbox"/> Create clear pathways for internal career advancement



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<p>Stage 5: Engagement</p>	<p>Team meetings, recognition and rewards programs, and employee feedback mechanisms.</p>	<p>Ambition, feeling validated when recognized, disappointments, and resentment.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Foster an open communication culture <input type="checkbox"/> Recognize and celebrate achievements and milestones. <input type="checkbox"/> Implement team-building activities
<p>Stage 6: Retention</p>	<p>Performance incentives, work-life balance initiatives, and opportunities for career development.</p>	<p>Thoughtfulness, feelings of goodwill and altruism, resentment, escapism.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Offer flexible work arrangement <input type="checkbox"/> Ensure competitive compensation to retain top talent <input type="checkbox"/> Invest in employee wellness programs
<p>Stage 7: Exit</p>	<p>Exit interviews, offboarding process, and alumni network.</p>	<p>Reflectiveness, relief, disconnectedness, disappointment (contradictory emotions can co-exist).</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use exit interviews to gather constructive criticism <input type="checkbox"/> Make sure the exit is graceful and not hurried and cold <input type="checkbox"/> Enroll ex-employees in an alumni network



Need help? Or are you feeling stuck?

We would be more than happy to guide you on how to get the most out of your employee journey mapping.

[Get in touch with us.](#)



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