



## 4 MAP OUT YOUR PLAN

It's "the soft stuff that's the hard stuff." EX is not about tools, processes, or efficiency, but the culture and the mission of a company and the way leaders act."

**Josh Bersin**

Once you have data and identified the areas of improvement based on the survey results, develop a strategy, establish a timeline and set benchmarks so you can gauge your progress.

Since research concluded that culture is the main driver of employee experiences, and employee experiences are what will lead to attracting, keeping or losing your employees, it makes sense to look at your plan from this perspective. We believe that using a framework makes it easier to draw up a plan. It's a bit like putting furniture together, you can do it without the instructions, but (most of the time!) it is easier when there is a manual.

**Bersin developed a model comprising of six elements ('meaningful work', 'strong management', 'positive workplace', 'health & wellbeing', 'growth opportunity' and 'trust in the organization) that collectively add up to creating exceptional employee experiences and becoming an irresistible place of work.**

Regardless of your survey questions the likelihood is that the areas for improvement will fall within one of the categories or the dimensions within (see next page).