



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
Stage 1: Attraction	Job postings, company career page, employee referrals, and social media presence.	Excitement, curiosity, and frustration.	☐ Enhance job descriptions ☐ Optimize the career page for mobile devices ☐ Implement an employee referral program
Stage 2: Recruitment	Initial contact with recruiters and the interview process.	Nervousness, confidence, and disappointment.	☐ Provide timely feedback to candidates ☐ Personalize communication ☐ Streamline the offer negotiation process
Stage 3: Onboarding	Welcome message from HR, orientation sessions, access to necessary tools and resources.	Eagerness, feeling overwhelmed, gratitude.	☐ Create a comprehensive onboarding checklist ☐ Implement a buddy system ☐ Collect feedback from new hires
Stage 4: Development	Performance reviews and training and development.	Engagement, frustration, disillusionment, and satisfaction.	☐ Provide regular feedback and coaching ☐ Offer personalized learning paths ☐ Create clear pathways for internal career advancement



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Stage 5: Engagement	Team meetings, recognition and rewards programs, and employee feedback mechanisms.	Ambition, feeling validated when recognized, disappointments, and resentment.	☐ Foster an open communication culture ☐ Recognize and celebrate achievements and milestones. ☐ Implement team-building activities
Stage 6: Retention	Performance incentives, work-life balance initiatives, and opportunities for career development.	Thoughtfulness, feelings of goodwill and altruism, resentment, escapism.	☐ Offer flexible work arrangement ☐ Ensure competitive compensation to retain top talent ☐ Invest in employee wellness programs
Stage 7: Exit	Exit interviews, offboarding process, and alumni network.	Reflectiveness, relief, disconnectedness, disappointment (contradictory emotions can co-exist).	☐ Use exit interviews to gather constructive criticism ☐ Make sure the exit is graceful and not hurried and cold ☐ 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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