

EMPLOYEE
JOURNEY
MAPPING
TOOLKIT



**WE BELIEVE PEOPLE ARE
FASCINATING. THERE'S
ALWAYS SOMETHING TO
LEARN. AND EVERYONE IS A
TEACHER.**

There are many different approaches to employee journey mapping; however, over the years our team has refined an approach that we like to use, and we've pulled it all together to share with you!

Our **EMPLOYEE JOURNEY MAPPING TOOLKIT** is designed to share templates, how-tos, and tips to help you embark on a successful employee journey mapping initiative. It is based on our real-world experiences working with companies on employee experience projects and includes actionable tools to help you hit the ground running on engaging employees.

Enjoy the toolkit and the experience of journey mapping! We believe that the simple act of collaborating with employees on a journey mapping initiative helps them feel engaged and motivated by building empathy.

We believe in connecting all the dots.

WHAT IS AN EMPLOYEE JOURNEY MAP?

An employee journey map is a tool used to build empathy with your employees and identify opportunities to improve employee experience.

Journey maps visually outline the end-to-end experience and show all the possible touchpoints an employee has within their experience.

Most importantly, the map is from the employee's viewpoint and shows what the employee is **DOING, THINKING, FEELING, AND SAYING** across their interactions within their experience.



We believe in making business more human.

WHY CREATE A JOURNEY MAP?

Employee journey maps allow you to:

- Build empathy with your employees by putting yourself in their shoes
- Gain an in-depth understanding of interactions and pain points from the employee's point of view
- Expose gaps between employee expectations and perceptions
- Engage employees and demonstrate the importance of making sure that your employees have the best experience possible
- Help with employee retention and loyalty
- Create a better experience for employees by leveraging discoveries in the journey mapping to design new experiences

As a bonus, employee journey maps help you build better employee experiences which can result in better customer experiences.

***HAPPY EMPLOYEES =
HAPPY CUSTOMERS***

**We believe business exists to serve people,
not the other way around.**

HOW TO CREATE AN EMPLOYEE JOURNEY MAP

In the following pages, we tell you the robust step-by-step process that we use with our clients to develop an employee journey map and provide you tips and tools for a successful initiative. Keep in mind, you don't have to do all 6 steps to begin understanding your employees' journey. To get started you can just focus on the employee research and creating a basic map!

1 Strategize &
Plan

2 Interview
Stakeholders

3 Host an
Internal
Mapping
Workshop

4 Conduct
Employee
Research

5 Design your
Map

6 Design New
Experiences

1

STRATEGIZE + PLAN

Kicking off your employee journey mapping initiative requires up-front strategy and planning.

First decide what journey you are mapping – Are you mapping one map across all employees? Do you want a view into management vs. individual contributors? Customer Support team? Sales team?

Next decide the start and end to the journey that you want to understand. Do you want to narrowly focus on just a few phases of the journey?

The other big decision is how robust you want your map to be – do you want detail at the phase level or would step level detail be helpful? Do you want a lot of detailed information or a simple one-page map?

Choose the details that will enable your team to use the maps as an improvement tool and take action. There is no right or wrong answer – decide what is best for your team!



TIPS

- Sell the leadership team on the value to get cross functional buy-in and support
- Create an engine for communication, input, and feedback so that everyone feels like they are part of the process
- Clearly communicate your purpose across various levels of the organization
- Customize the framework & structure of your map to be actionable



TOOLS

- Employee Journey Planning Worksheet
- Map Details Worksheet

2

INTERVIEW STAKEHOLDERS

Talking to stakeholders that touch the end-to-end employee journey provides a basic framework and starting point for your map.

The goal of these interviews is to gain a basic and high-level framework for the end-to-end employee journey.

Talking to a cross-functional set of stakeholders that touch various parts of the journey will help ensure that you get a complete picture – from interviewing to on-boarding to benefits, to doing the work they have been hired to do, etc.

The stakeholder interviews simply help inform a draft of the phases and steps of the employee journey. You will build out a baseline map in the next step.



TIPS

- Talk to a cross-functional set of stakeholders that touch various pieces of the employee journey
- Gain insights into the high-level phases and steps that employee might walkthrough in your organization – you will refine with employees later!
- Think about the high-level structure here but not other map details yet



TOOLS

- Sample Stakeholder Interview Guide
- High Level Journey Template

3

HOST AN INTERNAL MAPPING WORKSHOP

Create a baseline of the employee journey map that can be validated and tested with employee research.

In the Strategize & Plan step, you made some key decisions about what to include in your map. And the outcome of your stakeholder interviews gave you a high-level map of phases and steps.

Now take the high-level map and the decisions on details for your map and host an internal cross functional mapping workshop.

In the workshop you co-create a baseline map. This is the hypothetical map that gets tested with employees and either validated and/or modified based on employee research and insights.



TIPS

- Host internal mapping workshops in a place where the team can focus for at least a half day
- Make the journey mapping exercises engaging and fun
- Think content and framework, NOT design



TOOLS

- Internal Workshop Plan
- Journey Mapping Flipchart Template

4 CONDUCT EMPLOYEE RESEARCH

Employee journeys are built from the employee perspective.

In this step, you will be working with employees to validate, add, and change the baseline map that was developed in Step 3. The goal is to deeply understand their world so you can build empathy, understand challenges, and take those insights into designing a better experience.

There are many ways to conduct this research – from interviews and focus groups to observational research to employee journey mapping workshops. All of these can be done in-person or using digital tools.

As you move throughout your research sessions, be sure to capture artifacts from employees that can further bring the journey map to life.



TIPS

- Use a pre-research thought-provoking activity to get employees thinking about their journey
- Be aware of outliers – you are mapping the 90%, looking for consistencies
- The output of this step is all of the content that goes into a designed map



TOOLS

- Sample Pre-Research Activity Template
- Sample Employee Research Instructions & Agenda

5 DESIGN YOUR MAP

Design is key to making your map actionable

Take the output from the employee research and synthesize the content into a simple format like a PPT or Word doc. This synthesis becomes the content for your map.

Next, determine the best way to design your map. The map design can vary from being very simple to elaborate. The format can range from a simple PPT design to an elaborate infographic created by a designer. Revisit the decisions you made in your up-front planning.

The design can be anything you want it to be – the bottom line is that, like the content of the map, the map needs to be usable and customized to fit your organization! The key is finding the right approach to help your teams engage with the map in the most actionable way.



TIPS

- Incorporate all the details that you determined in the planning stages of your initiative
- Use a graphic designer for complex, large format maps
- Use visual elements like sliders, scales, quotes boxes, emojis, etc. to make the maps visually appealing but also to help teams visually see where the journey is working well and where there are areas for opportunity



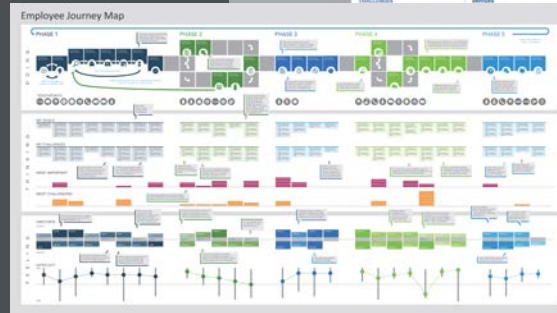
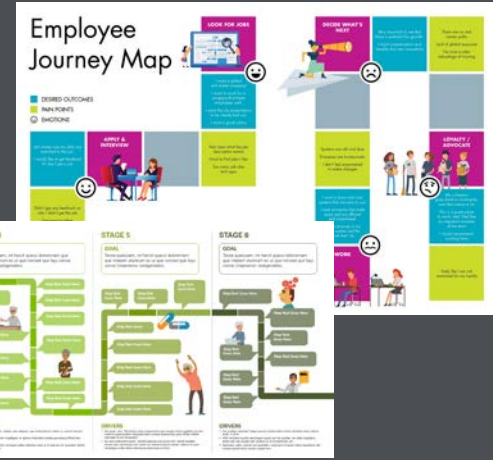
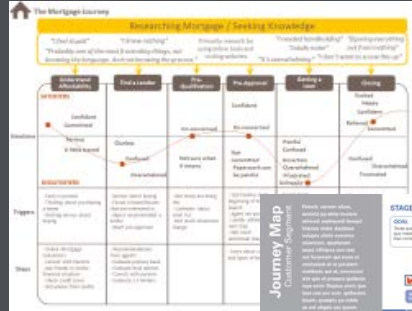
TOOLS

- Post-Employee Journey Synthesis

SAMPLE JOURNEY MAPS

Your design can look like anything!

Here are a few designs to help you get your creative juices flowing!



6 DESIGN NEW EXPERIENCES

Now you have a map that will enable you to start designing new experiences for your employees.

Ideating with your employees is a great way to demonstrate the importance of this initiative and make the maps actionable.

Look across details like emotions and pain points to uncover opportunities to help focus your ideation with employees. This step is all about co-creating solutions for a better employee experience.

This can be done as a series of ideation workshops that bring employees together from all parts of the organization to participate in hands on exercises and games designed to draw out creative ideas for solutions to the challenges.

Consider bringing in designers who can generate prototypes of ideas to get iterative feedback quickly.



TIPS

- Highlight moments of truth – the make or break moments where employees can stay or walk away
- Use interactive exercises and games that keep employees engaged and generate creative ideas



TOOLS

- Opportunity Worksheet
- The Award Ideation Exercise Instructions
- Collage Ideation Exercise Instructions

**Employee journey mapping is
an excellent tool to engage
and create new employee
experiences!**

HAPPY JOURNEY MAPPING!

THANK YOU.

WE'D RATHER TALK ABOUT YOU

We always start by listening. We want to know what you're trying to learn and what you're hoping to achieve. And hey, we get that sometimes you don't know what you don't know—so rest assured, we work more like partners than consultants, helping you identify opportunities, define objectives, and customize your path forward.



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