

The Employee Experience Checklist

22 MUST-DO'S

GALLUP®

HOME

Discover how to optimize the employee experience at every stage of the employee life cycle.



01

Attract Top Talent



02

Hire Stars



03

Onboard to Create a Lasting Connection



04

Engage Every Day



05

Perform at High Levels



06

Develop for the Future



07

Depart on Positive Terms



Attract Top Talent

CONSIDER THIS:

What elements of your company culture do you highlight to attract top talent?

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How to Align Your Employee Compensation and Talent Management Strategies

Focus your efforts here:

1 **Market the unique elements of your culture and the desirable (if not necessarily the most common) benefits your company offers.**

While overall compensation is still extremely important to nearly half of younger employees, it falls below opportunities to learn and advance, quality of the manager and having interesting work.

2 **Communicate a well-defined purpose and clear values.**

Highly talented people are particularly interested in working for organizations that give them a meaningful foundation for their work.

3 **Match your attraction strategy to your authentic employee experience.**

Today's workplace is increasingly transparent. Internal employee experiences can quickly shape external perceptions of what your organization values.

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Hire Stars

CONSIDER THIS:

Does your hiring process feel fair?
Does your process pick stars?

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On average, companies that select the top 20% of candidates from Gallup's talent-based assessments achieve 10% higher productivity and 30% higher profitability.

Focus your efforts here:

1 **Make the hiring process clear, engaging and aligned with your employment brand.**

People can feel what it's like to work at your organization before they walk through the door. If the hiring process isn't smooth, talented people might see it as a forewarning and ultimately choose another company.

2 **Seek out both a strong fit to the role and to your company culture.**

Creating detailed job descriptions and a thorough list of the nuances of your company culture will help you label the key identifiers you want prospective hires to connect with.

3 **Use objective and scientific hiring methods to reduce common biases.**

Bias can show up in many ways during the hiring process. Implementing an objective method or, at the minimum, training managers about bias will help your company choose the best candidates.

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03.

Onboard to Create a Lasting Connection

CONSIDER THIS:

Do you affirm employees' decision to join your company? Do new hires experience your values?

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Employees who strongly agree they had an exceptional onboarding process are nearly three times more likely than other employees to say they have the best possible job.

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Creating an Exceptional Onboarding Journey for New Employees

Focus your efforts here:

1 **Answer employees' most important questions:**

- How do things get done around here?
- What is my role?
- What strengths do I bring to my role?
- Who are my key partners?
- What does my future here look like?

2 **Help employees quickly socialize into their team.**

Beyond formal meet and greets, consider or create other informal social opportunities for new hires to get to know people better.

3 **Make onboarding a year-long process.**

New employees typically take around 12 months to reach their full performance potential within a role. Naturally, more complex roles take longer to learn.

4 **Establish two-way communication with employees.**

Ask employees what success looks like for them in their career and life. Find out which areas they want to invest in and develop over the years.

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04.

Engage Every Day

CONSIDER THIS:

Do your employees show up every day enthusiastic and involved in their work?

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DISCOVER GALLUP ACCESS

Make it easy for your managers to engage their teams every day with quick access to survey results, action plans, team learning ideas and research-backed management advice on the Gallup Access platform.

Focus your efforts here:

1 **Create an ongoing engagement strategy that includes practical tools for managers.**

Engagement involves every aspect of people's daily work. Managers who have frequent conversations with employees can provide timely and relevant feedback, recognition and encouragement. When employees don't have contact with their manager at least once a week, engagement tends to fall substantially.

2 **Evaluate your manager-employee relationships.**

Gallup research finds that workplace perks matter less than the relationship between a manager and an employee. Employees today are looking for a coach who cares about them, keeps them accountable, and focuses on future excellence and career growth.

3 **Build people's strengths and purpose.**

According to one Gallup study, nearly two-thirds (61%) of employees who felt they had a supervisor who focused on their strengths or positive characteristics were engaged — twice the average (30%) of U.S. workers who are engaged.

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05.

Perform at High Levels

CONSIDER THIS:

Do your performance reviews seem fair and accurate? Are you driving expectations to higher levels?

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Employees who strongly agree that their manager involves them in setting their goals at work are 3.6 times more likely than other employees to be engaged.

DOWNLOAD

Re-Engineering Performance Management

Focus your efforts here:

1 **Encourage managers to have more frequent, informal conversations with employees.**

Managers are responsible for 70% of the variance in their team's engagement — so managers need to be equipped to address engagement and performance more often than following a once-a-year survey.

2 **Give more praise and recognition for excellent work.**

Some companies falsely assume that people must receive incentives (in addition to pay) to give their best effort, but many employees find motivation through aspects of their job that are unrelated to pay, such as recognition. By celebrating an array of achievements, managers and employees can create a dialogue about how to experience these "winning moments" more often.

3 **Create fairness by involving employees in developing their performance expectations.**

A collaborative goal-setting process ensures employees have a voice in setting expectations that are fair, relevant and challenging and helps employees define success for their role.

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06.

Develop for the Future

CONSIDER THIS:

Do your top performers see a future with you? Do you offer flexible, personalized career paths? Do you continually coach career growth?

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The No. 1 reason people change jobs today is "career growth opportunities."

LEARN MORE

about developing people using strengths.

Focus your efforts here:

1 **Create more opportunities to change job titles and get pay raises.**

Many companies don't provide growth frequently enough to satisfy the universal human desire to develop. Employees don't always need drastic changes, but they do need to see progress.

2 **Help employees grow their skill set by working on new projects, with new people, or by giving them greater autonomy.**

Companies should have multiple ways for employees to see a path forward for themselves. Becoming a manager (or "climbing the ladder") shouldn't be the only career trajectory available, as it may attract people to management positions for the wrong reasons — instead of finding and focusing on what they do best.

3 **Provide ongoing learning opportunities through formal and informal development.**

"How-to" learning opportunities are not the only way for employees to learn new skills. Managers can coach employees using their strengths and give meaningful, individualized feedback on an ongoing basis.

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07.

Depart on Positive Terms

CONSIDER THIS:

Why does your best talent leave? Do you create a positive exit experience?

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An excellent exit program generates proud "alumni" and brand ambassadors who can pay long-term dividends for your talent strategy.

DOWNLOAD

Exit Programs That Retain Stars and Build Brand Ambassadors

Focus your efforts here:

1 **Let your departing employees feel heard and appreciated through a formal or informal exit interview.**

No organization can turn around every disgruntled employee, but exits are your opportunity to leave employees with a final impression of your brand identity, mission and culture.

2 **Keep track of why people say they leave so you can recognize patterns.**

Monitoring and evaluating exit data should be an ongoing task for leaders. Making surveys and stay conversations a regular process can help address issues before they end in a surprise departure.

3 **Find out why your best employees stay.**

The day of resignation should not be the first time someone asks an employee about their opinions of the organization. A successful exit program should also investigate why your veteran top performers are still with you.

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Explore our learning, survey and consulting offerings to help you improve your employee experience.

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