



The Future of HR: Employee Experience Architects



2019
ANNUAL CONFERENCE
3 OCTOBER 2019
Filoxenia, Nicosia



www.worlddeeinstitute.com

The Experience Challenge

**The
Economist**



Responsibility

Transparency

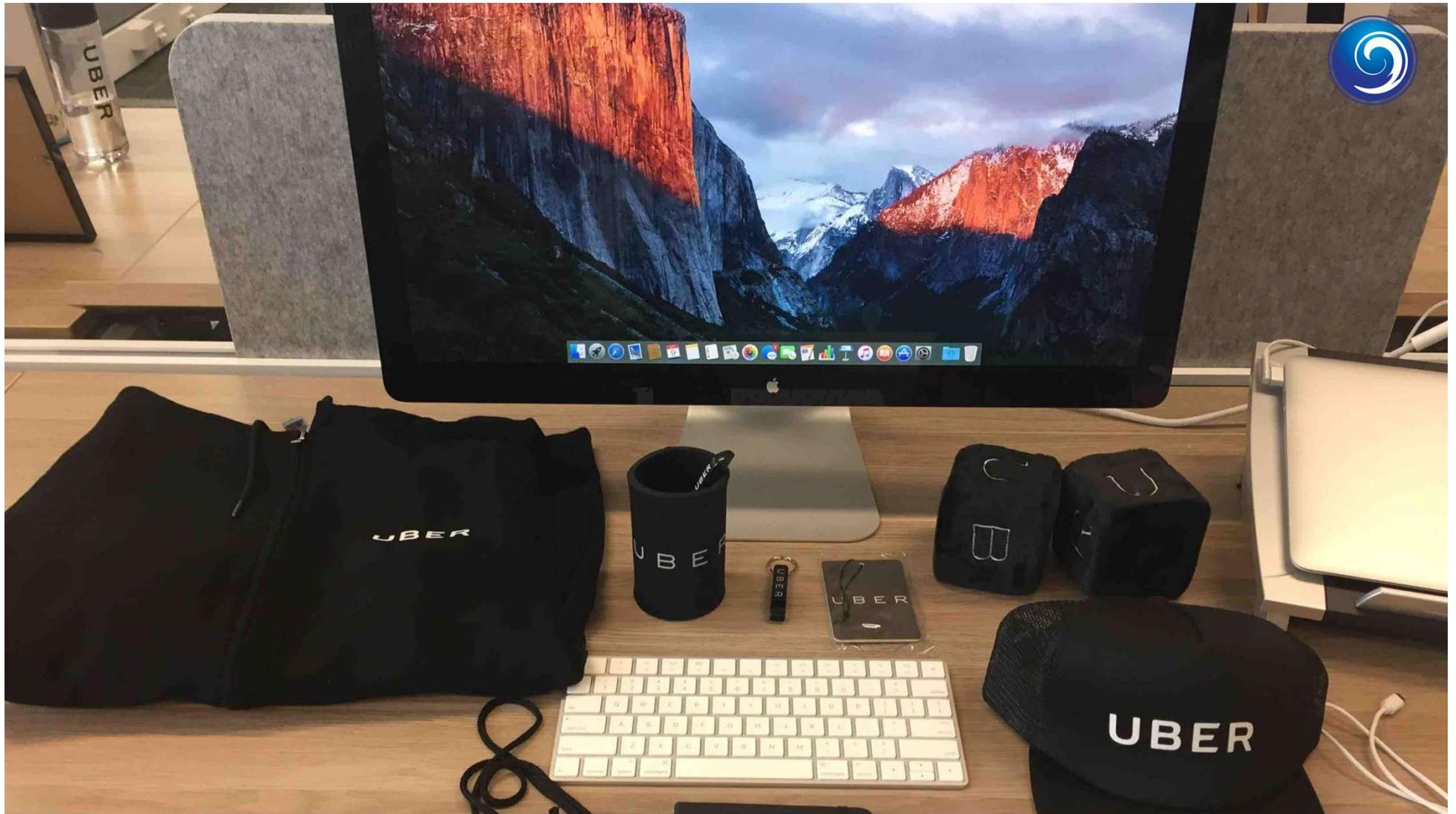
Leadership
Quality

Alignment

Measurement

Humans
&
Tech





Don't be a dick.

HUEL'S DNA

Nutrition first, taste a close second • Do the right thing
Brand is fucking important • Customer and product obsession
Do things a little different • Long-term thinking
Never rest on our laurels

OUR MISSION

To make nutritionally complete,
convenient, affordable food, with
minimal impact on animals
and the environment.

Huel
Inc. founded

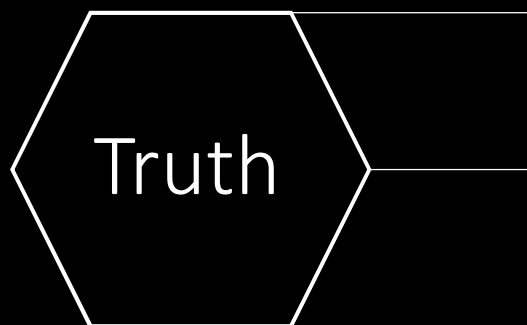
HOW TO BE A HUELGAN

Make customers happy • Don't be a dick
Hustle hard, work fast • Stick to together • Do no harm
Take ownership • Be proud, care more than the rest
Be better than yesterday





What
is
the
TRUTH?



Purpose

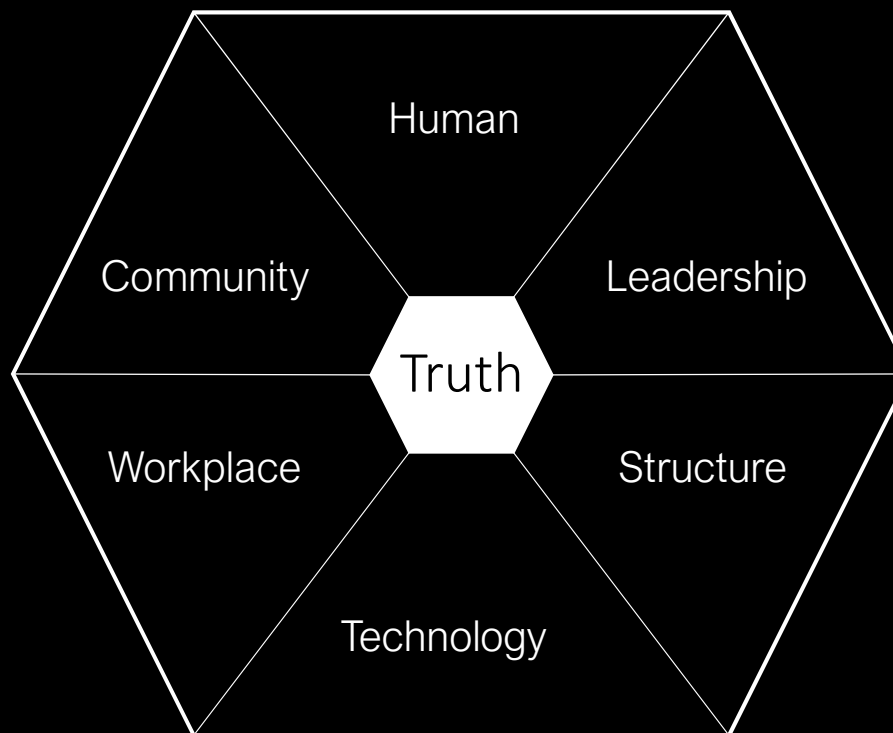
Mission

Values



“There is only one Truth. We build our culture based on the universal truth. It is not a problem for us to take our culture, which is based on Chinese philosophy, to the West.”

方太集团



Introducing the Holistic Employee Experience (HEX)

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A Linear EX Journey?



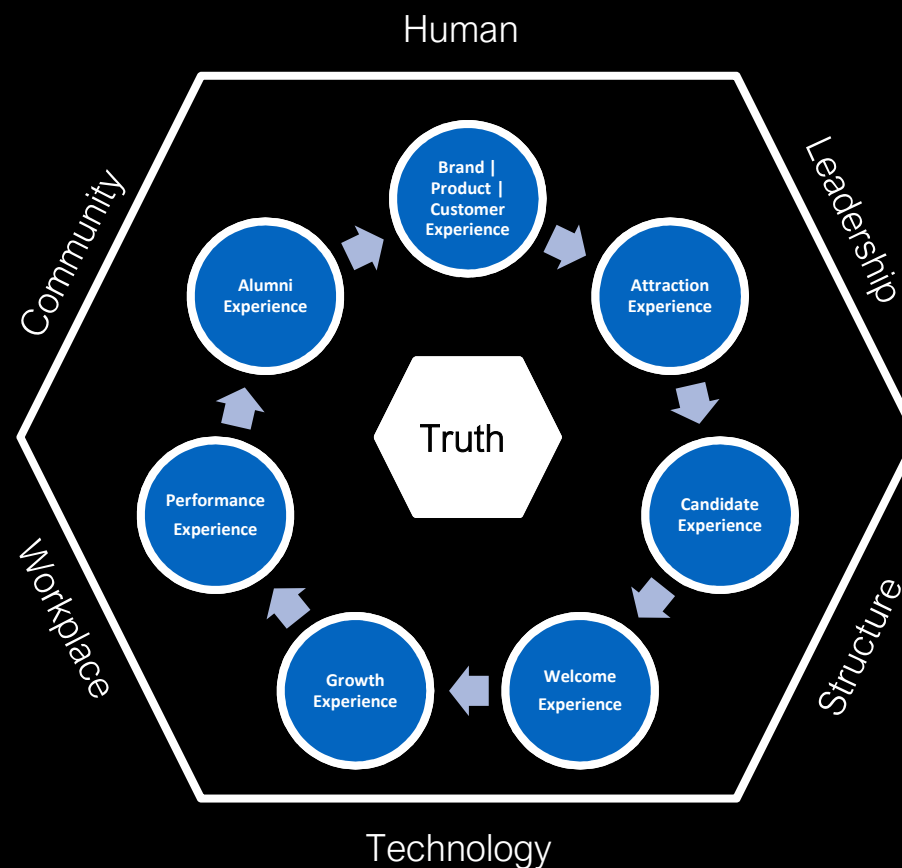
-----Products, People & Services-----



EX: Culture - Programmes | Benefits | Activities | Infrastructure | Pay & Perks

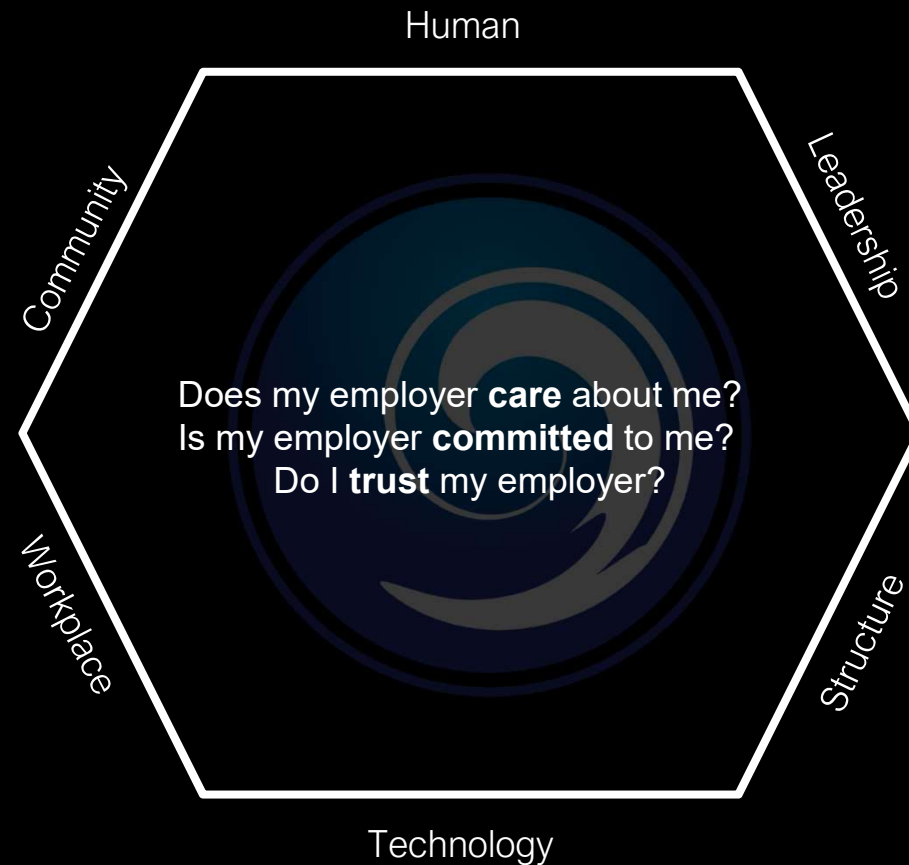


A Truthful HEX Journey



Connect
Through Touchpoints

Moments that really Matter



HEX Impact



A focus on the holistic employee experience delivers results that matter

Positive employee experiences **lead to engaged employees**, and engaged employees are **8x more likely to recommend the organization**

88% of senior leaders believe that employee experience **directly affects the business' bottom line**

Employees who believe their **managers care about them as a person** are **5x more likely to be engaged** than those who do not

HR functions that effectively facilitate EX are **1.3 times more likely** than other respondents to report organizational outperformance and **2.7 times more likely** to report effective talent management.

Companies that score in the top 25% on employee experience report **nearly 3x the return on assets and more than 2x the return on sales**, compared to organizations in the bottom quartile.

Companies with a great employee experience outperformed the S&P **by 122 percent**

Engagement is an Outcome of Experience

Sources: McLean & Company, 2017; Forrester, 2017; Globoforce, 2018; McKinsey, 2018)



Engagement is an Outcome of Experience



The future (and present) of work is HUMAN!



Enjoy the Experience

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