

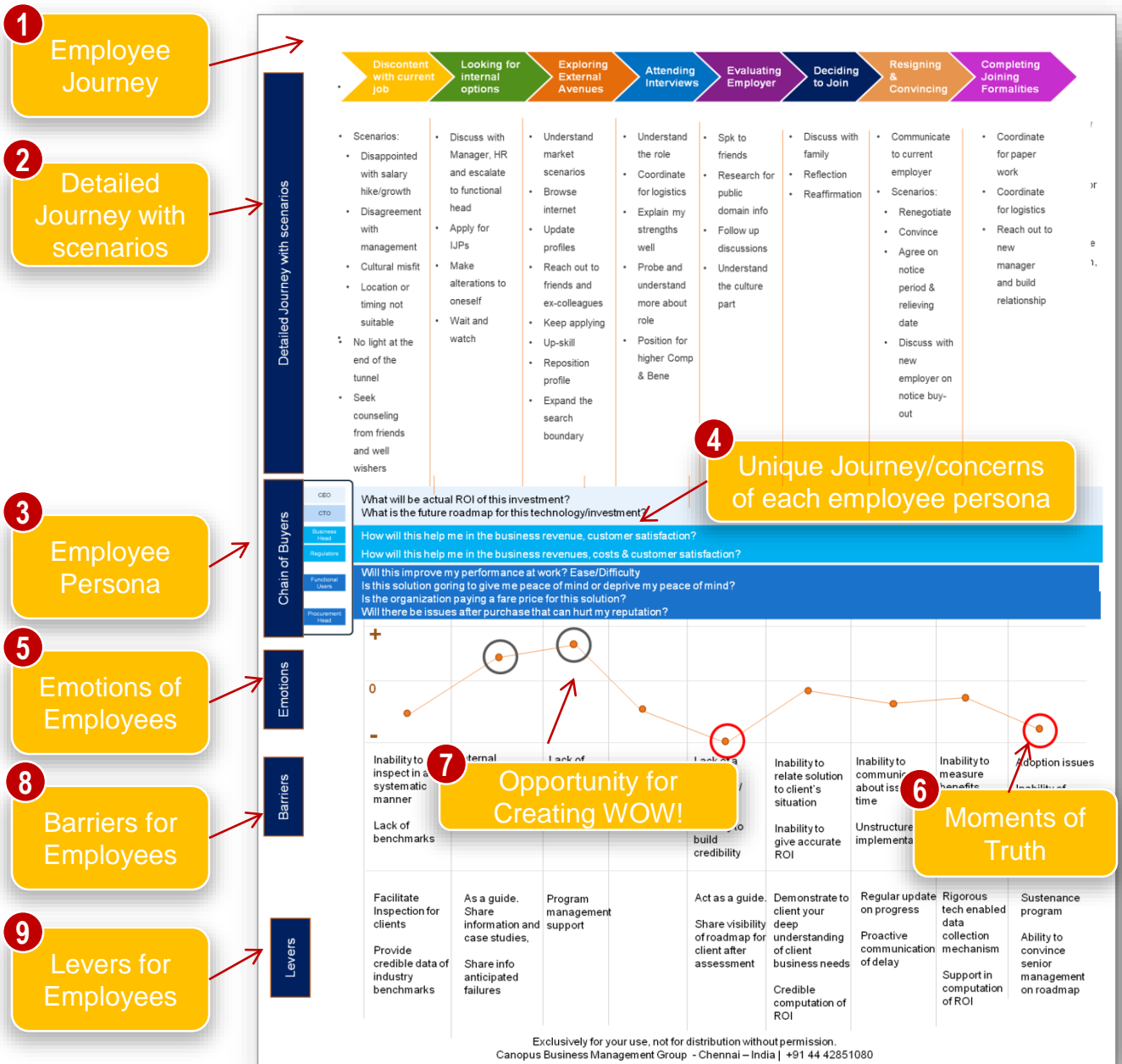


# Employee Journey Map

- A framework to explore all possible scenarios of employee journey & design the most appropriate one
- Design thinking tool
- Created based strong experimentation or fact validation
- Take holistic view of the entire employee journey rather than fixing isolated events



## Elements of Employee Journey Map



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# Benefits of Employee Journey Mapping

- **Employee retention** up to 20%\*
- Boost **employee performance** by 5 – 10%\*
- Improve **employee experience, satisfaction & loyalty**
- Increase **emotional connection** of employer brand
- Create a 'wow ' moments
- Uniqueness and differentiation from competitor's HR dept



## How Employee Journey Map is created?

1. Define the expected business outcomes
2. Create as-is Employee Journey with HR/Managers
3. Connect with employees to empathize and gather facts
4. Co-create to-be Employee Journey with Employees
5. Pilot & Test
6. Launch new process

Employee  
Journey  
Mapping  
in  
Action



### About Canopus Business Management Group

We are a business services firm and help organizations create employee experiences by mapping and redesigning employee journey.

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