

Designing the Employee Experience | 12.10.21 | [EPISODE PAGE](#)

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Employee Experience

- Align internal employee experience with external customer experience
- Will evolve but should remain tied to authentic values; e.g., connection is important (value) so instead of group yoga, offer online group meditation class
- If values are not established, don't spin; people can detect bs; be vulnerable and acknowledge shortcomings and efforts to get better; people appreciate that
- Listen to your people – surveys, questions, conversations – you are engaging with the people who comprise your culture and they feel engaged in creating their experiences

The Office

- Five day in-office workweek is gone; but, we are social creatures and crave connection
- The future of the office is a place for people to come together and be together, masks and vaccinations and all; community hub is the primary objective
- Covid-era innovation has been fueled by collaboration based on established pre-Covid relationships; relationship growth can only happen when people are physically together
- Office is still important as physical manifestation of culture and brand; as well as proof of leadership's investment priorities

Biggest Challenges

- Accepting the rate of change and lack of control
- Shifting focus to physical and mental health, safety, care for employees' children
- Adhering to constantly changing guidelines
- Staying top of mind in top candidates' minds

Priorities

- Finding the best people and giving them opportunities to grow; creating an engaging environment where innovation can occur; creating optimal individual experience
- Testing hybrid model
- Paying attention to health environment

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