

The Evolution of Work: From Measuring Engagement to Designing Experience



While organizations spend \$100 billion annually on engagement, scores remain stagnant because engagement is a result, not a cause. This shift is towards “People Experience”—the intentional design of every daily interaction a human has with an organization.

THE PARADIGM SHIFT



Retrospective Snapshot

Engagement is a trailing indicator of the past

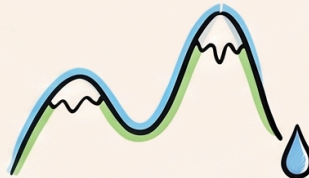


Active Architecture

Experience is the prospective design of the future.



THE DESIGN TOOLKIT



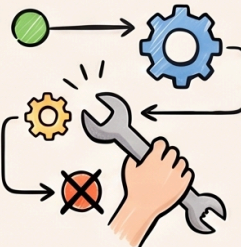
Map the Journey and Identify “Peak-End” Moments

People remember the most intense moment and the final moment of any experience most vividly.



Use Personas to Kill “One-Size-Fits-All”

Design for specific needs rather than a generic average.



20-30% Productivity Boost by Removing Friction

Streamlining workflows allows cognitive energy to go forward value creation instead of bureaucratic obstacles.

THE STRATEGIC PAYOFF



4.2x Higher Average Profit

Top-quartile experience organizations significantly outperform bottom-quartile peers in revenue growth and profitability.

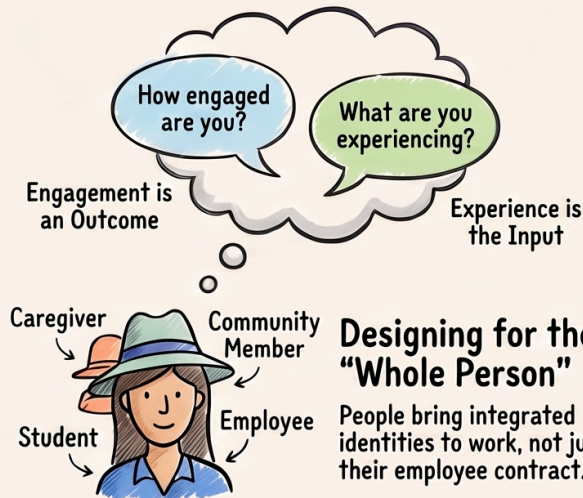


\$50 Million Saved via Retention

Salesforce saved millions by redesigning onboarding to improve new hire retention by 18%.

Experience is the Ultimate Differentiator

In the age of AI, the quality of human experience is the only sustainable competitive advantage.



Designing for the “Whole Person”

People bring integrated identities to work, not just their employee contract.