The employee journey: the part you play in ensuring your team has a positive workplace experience

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Many say the employee journey starts on their first day within an organization and ends on the last. It could be argued that the recruitment process, training positions as well as the full-time employee experience contribute to the journey prospective candidates have within any organization.

Why is it important to create a positive workplace experience for our team? Simply put, it can encourage staff retention, particularly in high-skill industries such as veterinary practices that struggle with recruitment. It can help your reputation as an employer, which benefits your recruitment in an industry where word of mouth and recommendations between professionals are inevitable. Surveys have also shown that those companies who have engaged employees excel in customer experience and higher productivity.

Simon Sinek, an organizational consultant and author, uses the 'The Circle of Safety' concept to describe the environment that employees experience. The veterinary world is filled with 'danger' in the form of competition and economic cycles that can affect practice performance. Alongside these dangers there are also urgent pressures of meeting client expectation and the strain of capacity. These factors are external dangers, outside of our locus of control, which can hinder both business and employee growth as well as profitability. Any dangers within an organization are controllable and it should be the goal of business leaders to set a cultural environment where employees trust the leadership, and feel safe and valued. When employees trust the person either side, and are empowered to pull together as a team, they can achieve remarkable things.

We will aim to define positive workplace experience, how this benefits our employees, as well as our businesses. Employees will use words and phrases such as

work-life balance, recognition, progression, culture, supportive colleagues, feedback, wages, benefits, engagement and communication to describe what they feel contribute to workplace experience. Individuals within an organization will weight these areas differently dependent on their beliefs and experience. Ultimately strong leaders can make employees feel safe within an organization and contribute to ensuring that their workplace experience is a positive one.

KEY LEARNING OBJECTIVES

- Understand what the employee journey is and the underpinning key elements
- Analyse which factors contribute to a positive workplace experience for your team and evaluate the part you play daily
- Application of the key elements to your practice to improve the journey for your team

MULTIPLE CHOICE QUESTIONS

1. Where does the employee journey finish?
(A) At the point of resignation
(B) At the point of their exit interview
(C) As they are leaving on their final day
(D) During their final week
2. To create a positive workplace environment, veterinary practices should focus on which of the following?
(A) Their employees
(B) Their patients
(C) Their clients
(D) Their finances
3. Which of the following statements about trust and leadership is true?
(A) Trust develops very quickly within a team
(B) Leaders that tell the truth create negative blame cultures
(C) Leaders who are open about their failures are not able to help and develop their team members
(D) Leaders that transfer the energy of authority to the people doing the job make for a more powerful organization and leader