# The 11 Stages of the Employee Lifecycle:



# **Optimizing the Employee Experience**



#### **ATTRACTING**

- Brand Reputation: Ensuring your corporate brand is perceived in a positive light.
- Online Engagement: Getting candidates interested through social media and responses.



#### RECRUITING

- **Peer-to-Peer:** Encouraging employees to recruit by networking in industries and groups.
- **Referral:** Incentivizing employees to refer candidates for open positions.



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#### 3-INTERVIEWING

- **Culture Fit:** Discovering candidate's work style and behavior to determine if a match.
- **Job & Team Fit:** Determining how well a candidate is suited for the position and team.



#### **ONBOARDING**

- Role Training: Teaching new hires about their day-to-day job duties to set them up for success.
- **Mentorship:** Helping new hires quickly absorb the cultural and social norms.



#### **ENGAGING**

- **Involvement:** Giving employees opportunities to participate in decisions that concern them most.
- **Enthusiasm:** Keeping employees motivated and inspired through acknowledgement and purpose.



**DEVELOPING** 

- Skill Growth: Improving skills and attributes that benefit the employee's professional life.
- Personal Growth: Helping employee grow emotionally and intellectually.



## **RETAINING**

- Job Satisfaction: Providing the environment that cause employees to be content with jobs.
- **Compensation:** Offering competitive pay, benefits, training, perks, and advancement.



- **Rewards:** Acknowledging employee's efforts in a timely manner on a regular basis.
- **Incentives:** Motivating employees to meet goals through monetary or non-monetary gifts.



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## **OFFBOARDING**

- **Positive Experience:** Creating a thoughtful process that treats employees with dignity.
- **Insights:** Gathering data from employees to learn from trends about culture, leadership, etc.



- Exit Interview: Asking questions to get valuable feedback from employees.
- Outplacement: Coaching employees how to find new fulfilling jobs or enjoy retirement.



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# **ADVOCATING**

- Alumni Community: Keeping former employees plugged into what is going on with the company.
- Talent Acquisition: Leveraging alumni network for quality referrals and brand advocacy.