Simplify & Improve
Employee Journey Maps with the

Employee Journey Map

Template

With Jeannie Walters, CCXP &

Experience Investigators

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What is Employee Journey Mapping?

Employee journey mapping (EJM) uses the same concepts and best practices of customer journey mapping to help you:

- Understand your employee experience better
- Provide the resources, tools and support employees need
- Align employees' daily actions and accountabilities with the customer experience

…And more.

Mapping out employee journeys doesn't only affect the employees in your organization, but the customers they serve – so **employee journey mapping directly affects customer experience!**

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How to Use This Template

1. Work through the example for CJ the Executive on the following pages, familiarizing yourself with the different sections.

2. Consider going through the example sections a second time, with a focus on how you might fill in each section of an employee journey map.

3. Try filling in the blank employee journey map template for an employee journey within your organization.

Helpful Tips:

- **Use your own journeys for inspiration.** Unsure how to go about imagining employee experiences? Try mapping out your own experiences

- **Ask coworkers for their journeys.** This can be especially meaningful if a cohort of coworkers are reporting their own experiences within the same journey – you can compare experiences not only to one another, but also to the ideal journey you'd like employees to have.

- **Take action!** Creating an employee journey map is a great step, but the real value comes in using it once you have it. Stay mindful that your goal should not be to create an employee journey map, but to gain insights and ideas around your employee journey through the exercise of creating a journey map.

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How to Use This Workbook

Completing this exercise alone? Choose an employee persona and a journey to map out, following the order laid out in the example that follows. Then make sure to share it!

Working on this with your team? Even better! Print out (or email) enough copies of the template for everyone to get to work on their own copy. Choose a single employee persona and journey and ask everyone to map it out independently. Then, compare and compile into a master journey map – you may be surprised what you can accomplish with different perspectives.

Working with Jeannie and the Experience Investigators Team? She'll guide you and your team through each step, helping you choose which employee personas and journeys to map, working through the journey mapping process with your team, and working with you to turn your insights into actionable next steps.

If you'd like to hire Jeannie and the Experience Investigators Team to facilitate an employee journey mapping workshop, simply email Inquire@ExperienceInvestigators.com.

More employee journey mapping resources:
Article: 7 Tips to Simplify & Improve Employee Journey Mapping | Read or Listen
Webinar: How To Simplify & Improve Employee Journey Mapping | Watch

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Part 1:

An Example Employee Journey Map for

CJ the Executive

The next page contains a complete example of an employee journey map for an imaginary employee, *CJ the Executive*, followed by a breakdown of the steps you can take to complete your own employee journey map.

1. **Determine your employee persona & key characteristics**
2. **Sketch out your journey phases**
3. **Add touchpoints and emotions for each phase**
4. **Add data points where you can**
5. **Record ideas and opportunities at each phase**
6. **Prioritize next steps and begin to take action!**

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Employee Journey Map for CJ the Executive

Key Characteristics: New to the industry; History of successful Outcomes; Brings an outside perspective

Notes: How can we reinforce our customer mission in general? Should we ask for eNPS feedback more often? How can we get a new hire to the "recognized contributions" phase more quickly?

Phase	Candidate	Hire	Onboarding	First 90 Days	First Year	Ongoing	Exit
Touchpoints	I hear from recruiter Get the interview and receive offer 😰 Stressed	I accept offer 🤩 Excited	Informal training w/ teams 😁 Happy	Lots of meetings Feeling lost 😖 Frustrated	Initial overwhelm trying to learn Opportunities to share my ideas 🤔 Motivated	My contributions are recognized Raise received 🤗 Fulfilled	New boss takes over New methods are too different 😕 Unheard
Data Points	Negotiations are stressful		eNPS 68	Feedback: * Unsure of goals * Overwhelmed by meetings			eNPS 35 Feedback on new boss
Ideas & Opportunities	Include CX Mission & role description in job posting	Send CX-focused swag to new hire		Develop "no meeting" hours Create CX-focused training	Create an industry glossary Reinforce mission with awards?		Develop company wide culture docs for more consistency

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1. Determine your employee persona & key characteristics

Choose a single employee persona and give them a name and title.

Then write down the key characteristics of this employee persona. If you're not sure where to start, identify:

- What this employee persona's **goals** are
- What **obstacles** this persona faces
- The **experience** this persona brings to their work

Employee Journey Map for CJ **the** Executive

Key Characteristics: New to the industry; History of successful Outcomes; Brings an outside perspective

In our example, we are mapping the experience of CJ the Executive.

CJ is a a high-level employee brought in from outside of the organization.

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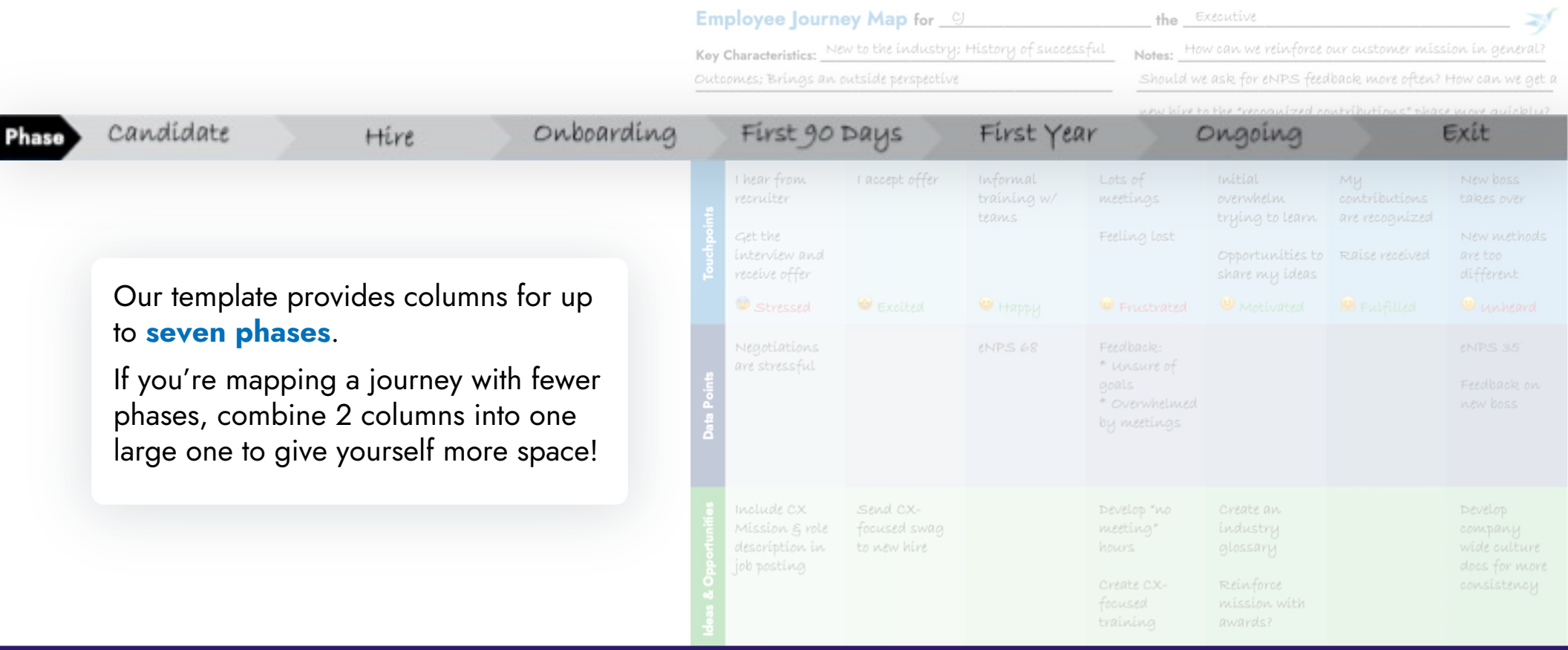
2. Sketch out your journey phases

Once you've identified the journey you want to map, you'll want to break that journey into discrete phases.

These phases should be in chronological order and correspond to key moments and milestones in the journey.



Our template provides columns for up to **seven phases**.

If you're mapping a journey with fewer phases, combine 2 columns into one large one to give yourself more space!

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3. Add touchpoints and emotions for each phase

In the Touchpoints row, add key moments in the journey.

Record them from the employee's perspective and connect these moments to what they're typically feeling.

In CJ's case, it's not *"Recruiter reaches out."* It's ***"I hear from a recruiter."***

Any emotions you record are opportunities to learn something:

- **For negative emotions**, brainstorm: "How can we reduce this feeling at this point in the journey?"
- **For positive emotions**, ask: "What makes this positive? How can we apply something similar to other moments in the employee journey?

Phase	Candidate	Hire	Onboarding	First 90 Days	First Year	Ongoing	Exit
Touchpoints	I hear from recruiter Get the interview and receive offer Stressed	I accept offer Excited	Informal training w/ teams Happy	Lots of meetings Feeling lost Frustrated	Initial overwhelm trying to learn Opportunities to share my ideas Motivated	My contributions are recognized Raise received Fulfilled	New boss takes over New methods are too different Unheard
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4. Add data points where you can

Refer to previously gathered employee feedback and other data you may have around each phase in the journey.

Data can come from both formal and informal inputs, like:

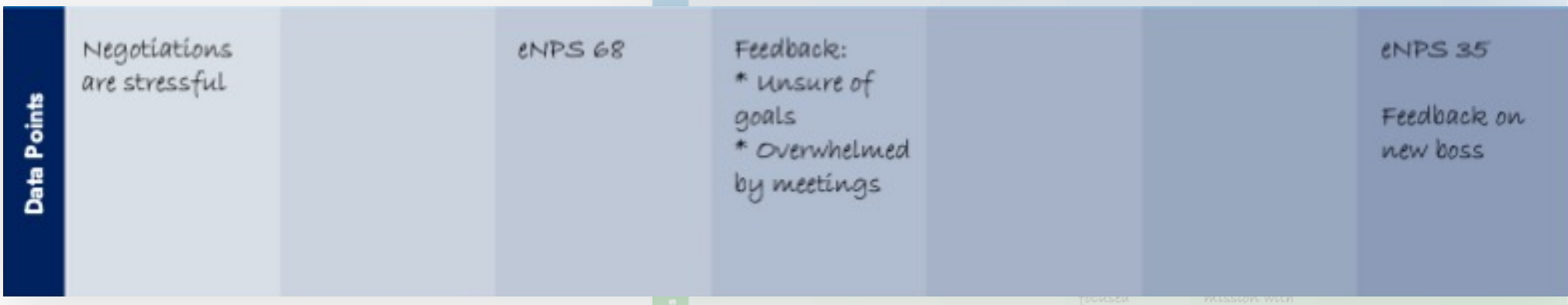
- Employee surveys
- Hiring data
- Employee exit interview feedback
- Employer review sites like Glassdoor

Use what you have:

- **Quantitative Data**: It's no surprise that numbers are typically easier to measure.

  In CJ's example, we have clear data on employees' reported Employee Net Promoter Score (eNPS) in two phases.
- **Qualitative Data**: Direct feedback from employees as they go through the journey is also highly valuable.

  In CJ's case, we know that employees tend to feel unsure of goals and overwhelmed by meetings around phase 4.



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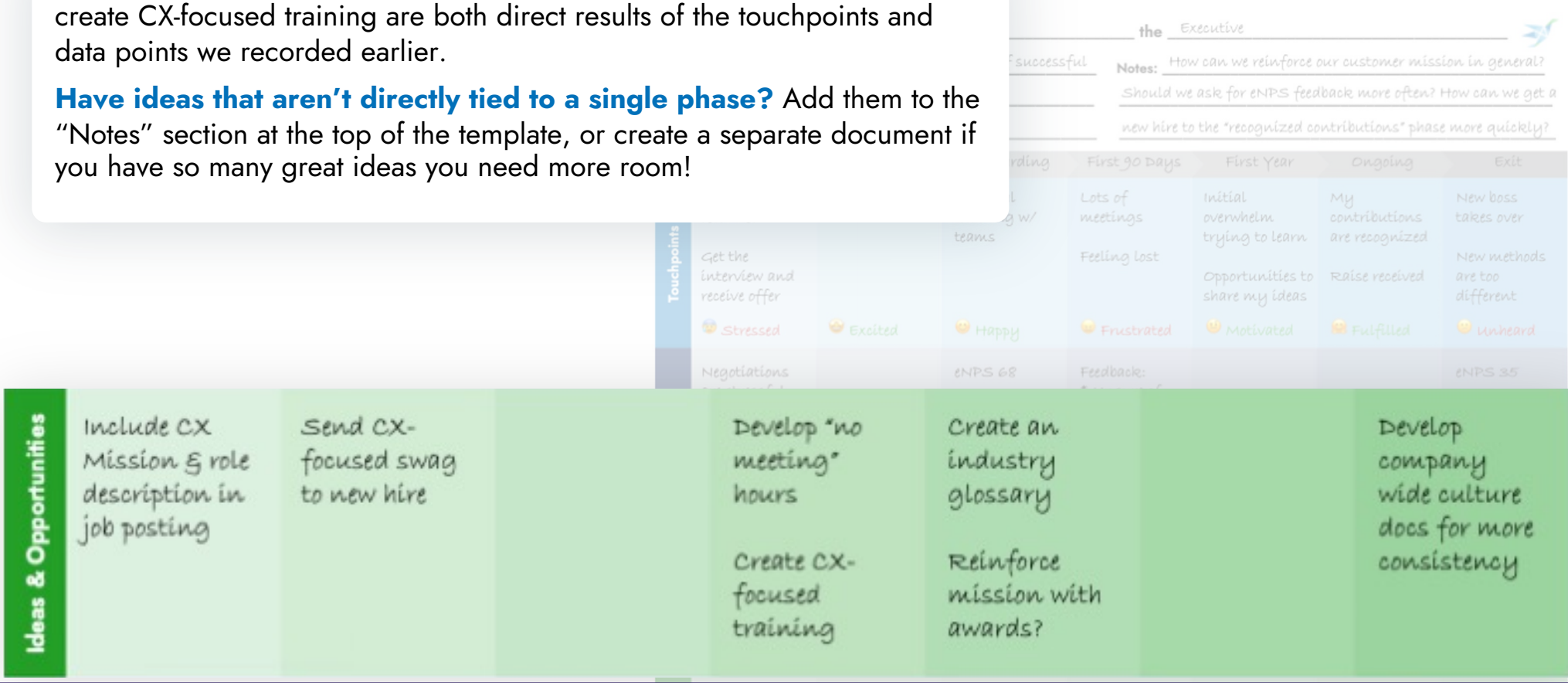
5. Record ideas and opportunities at each phase

At this stage, you've identified key phases, touchpoints and emotions within these phases, and data that sheds light on the experience.

You've got everything you need to brainstorm ideas and opportunities that can meaningfully improve the journey!

In CJ's example, our ideas to a) develop "no meeting" hours and b) create CX-focused training are both direct results of the touchpoints and data points we recorded earlier.

Have ideas that aren't directly tied to a single phase? Add them to the "Notes" section at the top of the template, or create a separate document if you have so many great ideas you need more room!



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6. Prioritize next steps and begin to take action!

It's not uncommon at this stage to have a *lot* of ideas.

That's great, but it can also raise a problem: **the amount of work to do is overwhelming.**

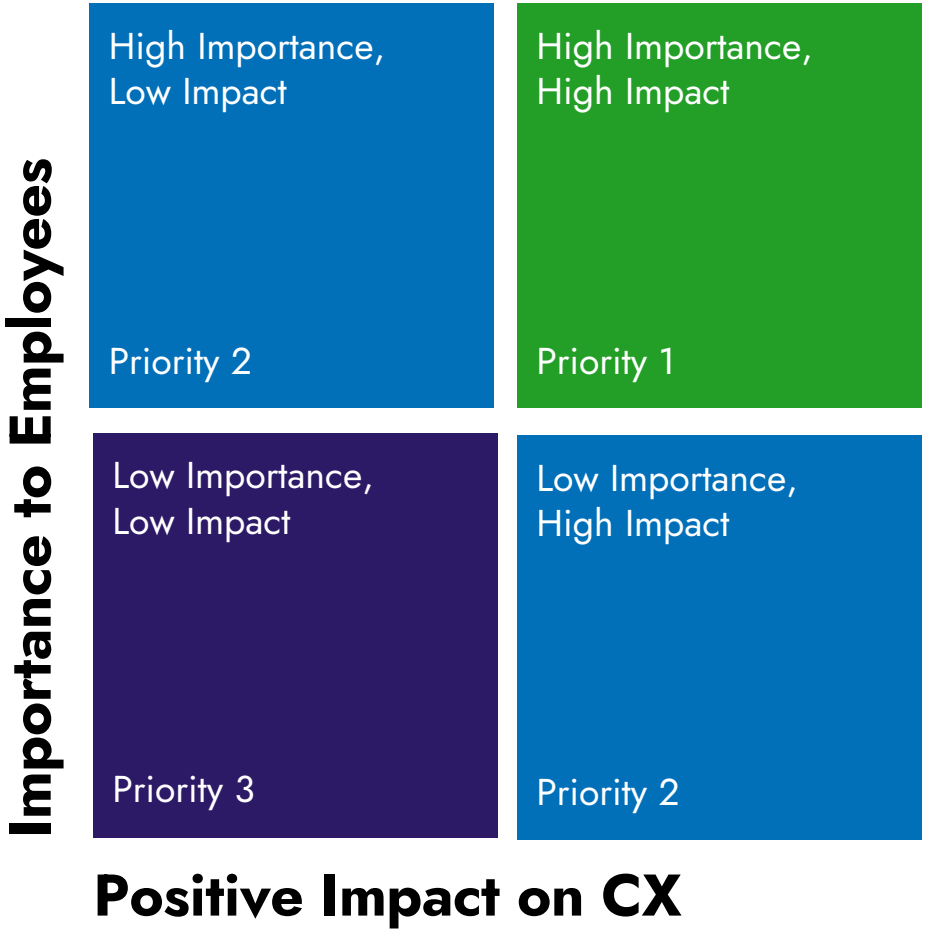
The solution is simply to prioritize and take things one at a time.

But how should we prioritize?

Try using this simple 4-square priority matrix.

- On one axis, measure **how important an action would be to employees**.
- On the other axis, measure **how positive of an impact the action would have on CX**.

  Don't forget to consider indirect effects that employee experience improvements can have on customer experience!



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Part 2:

Create Your Own

Employee Journey Map

Your turn – Time to create your own employee journey map!

Here are the steps once more:

1. **Determine your employee persona & key characteristics**
2. **Sketch out your journey phases**
3. **Add touchpoints and emotions for each phase**
4. **Add data points where you can**
5. **Record ideas and opportunities at each phase**
6. **Prioritize next steps and begin to take action!**

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Employee Journey Map for _____ the _____

Key Characteristics: _____

_____

_____

Notes: _____

_____

_____

Phase							
Touchpoints							
Data Points							
Ideas & Opportunities							

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What's next?

Employee journey maps are a great tool to better understand your journeys and create better experiences for your employees and customers.

Don't let your journey maps collect dust! If you feel stuck while creating your maps or aren't sure how to use your completed journey map, we can help.

Email Inquire@ExperienceInvestigators.com to learn more about booking a workshopping session.

Click on any item to learn more:

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