

# Employee Journey Mapping

Enhancing your employee experience through mapping the way to success!



**LIVE VIRTUAL TRAINING VIA ZOOM**

**27 November 2020**

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## LEARN HOW TO

- Utilise employee journey mapping to identify moments along the employee journey that matter most and improve engagement, attrition and productivity.
- Identify pain points and critical moments where employee feedback and action are needed to close the gap from a current to a desired state.
- Identify the employee personas relevant to your organisation and map out their employee journeys.
- Map feedback and insights to each stage of the employee journey lifecycle.

## ABOUT YOUR COURSE TRAINER

### Dr Francis Goh

*Director, R1 Training Pte Ltd based in Singapore*



Dr Francis Goh is a Director of R1 Training and also the CEO of Hehsed Consulting. Prior to this, he was the CEO at the global HR consulting firm, Mercer. Francis has more than 20 years of international experience in the technology and energy industries, having had numerous P&L and high impact leadership roles with global leaders such as Accenture, SAP, HP, Microsoft and ExxonMobil. During this time, Francis has worked across Asia, Europe and the United States.

Francis specialises in the areas of emerging solutions, breakthrough business models and innovation. He has a proven track record in building high-performance teams and overachieving both revenue and profit targets consistently. Francis is a hands-on leader with deep solution and value-selling expertise across a broad spectrum of clients in the Asia Pacific region across industries such as Retail, Supply Chain, Oil & Gas, FSI, telco, manufacturing and the government. Francis is passionate about customer experience, managing, and coaching high-performing talent. He is also a recognised keynote speaker and is frequently invited to speak at various industry platforms.

## PAST TESTIMONIALS OF THE COURSE TRAINER

*“Francis brings inspiring insights about the future impact of the digital enterprise with practical advice and development programs to enable that future state. It has been a pleasure working with him on different engagements.”*

- **CEO Southeast Asia, Aon Hewitt**

*“I liked the way Francis delivered the course at a comfortable pace. Overall a very knowledgeable and highly effective trainer.”*

- **Head of Digital Employee Experience & Analytics, Cathay Pacific Airways**

*“Francis brought together a wide range of expertise with his insights of the future digital transformation. I benefited greatly from his informative presentation highlighting new demands for the digital technology age.”*

- **Managing Director, Technology Consulting Group (Hong Kong)**

*“Selling careers to our candidates and selling problem-solving ideas to our internal customers were made much easier with Francis help. He is decisive and possesses superior listening skills. I have personally benefited from hearing Francis’ perspectives and principles. It has been a pleasure working with Francis and his team.”*

- **Head of HR, Defence Science Organisation (DSO) Laboratories Singapore**

*“Francis was very willing to share and impart his knowledge, and gave us some very good information.”*

- **Vice President, Human Capital Management, Parkway Hospitals**

## COMPANIES THAT HAVE BENEFITED FROM TRAINER'S EXPERTISE

- ACRA Singapore
- Canon
- CPF Board Singapore
- Certis Cisco
- DBS Bank
- Employees Provident Fund Malaysia
- Far East Organization
- IMDA Singapore
- Jones Lang LaSalle
- Khazanah Nasional Berhad
- DHL
- Malaysian Communications & Multimedia Commission
- National Healthcare Group
- NTUC Learning Hub Singapore
- Parkway Hospitals
- PETRONAS
- Pfizer
- Samsung
- SAP
- Shell
- Shiseido
- Singapore Press Holdings
- Singapore University of Technology and Design
- Sony Electronics

## WHY YOU SHOULD ATTEND

An employee journey map is a way of visualizing the various stages an employee goes through in their time with a company. It allows you to identify pain points and critical moments where employee feedback and action are needed to close the gap from a current to a desired state.

Although journey mapping started out as part of customer experience programs, organisations have increasingly found journey mapping useful in helping them to understand what matters most to employees, which in turn shapes employee experience in the organisation and help them improve key outcomes such as engagement, motivation and productivity.

The benefits of employee journey mapping include:

- 90% of organizations who used journey mapping found it delivered a positive impact by improving employee experience
- Journey mapping lead to an increase in employee as well as their customer satisfaction.
- Journey mapping lead to an increase in Net Promoter Score (NPS).
- Reduced employee churn.
- Fewer customer complaints.

The basis of employee journey mapping is this: every employee is at a different stage in their journey with the company, and taking a lifecycle approach to employee experience to capture feedback and insights at every stage of the lifecycle would allow organisations to understand the moments that matter most to employees.

So join us in this short three-hour virtual workshop to learn and utilise employee journey mapping today!

## WHO SHOULD ATTEND

- Chief Human Capital Officers
- Directors, Vice Presidents, Department Heads, Managers and Team Leads in charge of:
- Human Resources
- Employee Experience
- Learning & Development
- Organisational Development
- Change Management
- Team Management
- Performance Management
- C&B/Total Rewards
- Other departments in the HR function
- HR Business Partners and Consultants
- Agile Coaches

All other professional/business stakeholders involved in organisational development, employee experience, change management, team management, performance management and Agile transformation.

## COURSE OUTLINE

TIME	AGENDA
9.45 am	<b>Virtual Coffee and Networking</b>
9.00 am	<b>1. Building your employee journey map – Part one</b> <ul style="list-style-type: none"><li>• Segmenting your employees and identifying the different employee personas in your organisation.</li><li>• Mapping out the journey for each persona from first-contact interactions all the way till exit.</li><li>• Mapping feedback and insights to each stage in the employee lifecycle.</li></ul>
10.15 am	<b>Break</b>
10.30 am	<b>2. Building your employee journey map – Part two</b> <ul style="list-style-type: none"><li>• Aligning the measurement approaches used at different stages of the employee journey for holistic data set.</li><li>• Gathering feedback for each important point in an employee's lifecycle and automating feedback management.</li><li>• Linking engagement surveys to the employee journey.</li></ul>
12.00 pm	<b>End</b>

## REGISTER NOW

Employee Journey Mapping Mini Workshop	
Format	Virtual via Zoom
Dates	27 November 2020
Price Per Person	<p>Early Bird:  <b>USD 199</b>                      (on or before 13 November)</p> <p>Regular Price:  <b>USD 399</b>                      (After 13 November)</p> <p>*Excluding GST</p>
Group Discount	10% off for Group Registrations of 3 delegates or more
Contact Person for Registration and Group Discounts	<p><b>Hemalatha Siranjeevi</b>                      Project Manager                      Tel: +65 6423 0329                      Email: <a href="mailto:hemalathas@humanresourcesonline.net">hemalathas@humanresourcesonline.net</a></p>
Amendment / Cancellation Policy	<ol style="list-style-type: none"> <li>1. All bookings are final.</li> <li>2. Should you be unable to attend, a substitute delegate is welcome at no extra charge.</li> <li>3. HR Masterclass Series cannot provide any refunds for cancellations.</li> <li>4. HR Masterclass Series reserves the rights to alter the programme without notice, including the substitution, amendment or cancellation of trainers and/or topics.</li> <li>5. HR Masterclass Series is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of the event.</li> </ol>

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As the training division of *Human Resources*, HR Masterclass Series takes a proactive role in organising a regional series of public and in-house training courses across Asia. Together with our conferences and awards shows, these courses form part of a complete suite of events specifically tailored for senior HR professionals.

Courses are conducted in a personalised and interactive workshop setting with practical case studies and exercises from our expert trainer. Delegates will take away global best practices, fresh ideas and customised solutions for implementation back in their organisations.

**HR Masterclass Series is committed to being a trusted learning partner of HR practitioners throughout Asia.**

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- ASTRO Group
- Aviva
- Bank Negara Malaysia
- BASF South East Asia
- Canon
- CapitaLand
- Dell
- DHL
- Discovery Networks
- DSO National Laboratories Singapore
- Energy Market Authority, Singapore
- Federal Express
- Gamuda
- Genting Malaysia
- Great Eastern Life Assurance
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- Hilton Hotels & Resorts
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- Malaysia Airports Holdings
- Malaysian Communications and Multimedia Commission
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- Prudential
- S P Setia
- SAP
- Sime Darby
- Singapore National Eye Centre
- Singapore Press Holdings
- SMRT Corporation
- ST Logistics
- StarHub
- Siemens
- Telekom Malaysia
- Tenaga Nasional Berhad
- The Walt Disney Company
- United Overseas Bank (UOB)
- United Parcel Service
- Volvo
- Wartsila
- WorleyParsons
- Yale-NUS College
- Zurich Insurance