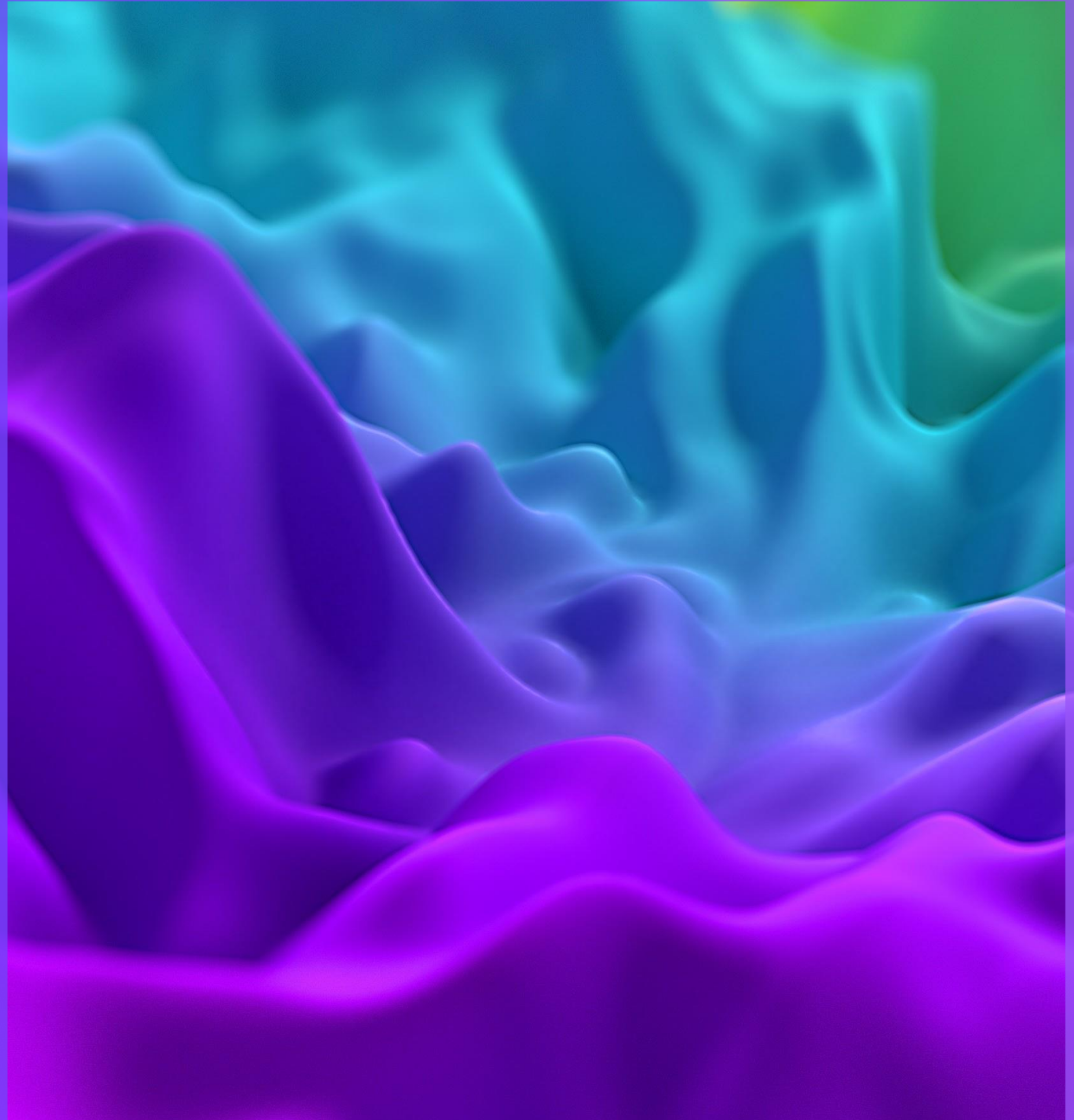




# Introduction to Employee Experience

2-day immersive course on employee  
experience tools and techniques





# 01 Intro

**Operational Excellence is today's business imperative in a constantly disruptive marketplace and workplace, and it drives Customer Excellence.**

Operational Excellence is to create a culture of customer service throughout the organization via a set of behaviors, attitudes, skills, systems, and processes that empower an organization to deliver consistently outstanding customer service. It is a journey, not a destination. The question is how businesses can achieve these now that the one-size-fits-all era has passed.

Multigenerational workplaces are the new benchmark, so human resource professionals must master diversity management to unlock employees' potential and keep them engaged.

Other challenges that businesses face today include the search for and retention of talent. Employees' options were previously limited by geographical boundaries; however, with remote working, their options have expanded, and they can hand-pick from a wider range of positions regardless of their location.

## People of KPMG

### Victor Iancu

Associate Partner  
Strategy & Experience Design

KPMG in Romania



However, there are companies that recognize the competitive advantage of having happy and engaged employees and invest in their work experience, considering individual needs. These are the companies that become employers of choice and attract valuable people.

We have condensed our multi-year research and hands-on experience into a two-day course in which we will combine knowledge, methodologies, and tools to assist you and your organization in understanding employees, developing new employee value propositions, and increasing engagement and retention.

# 02 Why attend?



## WHO should attend?

Whether you are an HR specialist or manager, or maybe part of a headhunting company, this course will help you understand design thinking techniques and how they can be used to design compelling employee value propositions. As a manager, it will help you understand the psychology of the “new employee” and identify new ways in which you can optimize your team’s performance.



## WHAT?

- Employee experience is more than just a concept.
- We will uncover the employee experience universe and understand its role within organizations.



## WHY?

- Understanding your employees is key.
- By uncovering their needs you will be able to help them achieve their maximum potential and keep them satisfied and engaged.



## HOW?

- Through the design thinking methodology, you will be introduced to new ways of working.
- The empathy map and customer journey map are just two examples of the tools that we will use.

# 2 days full of experiences... that will help you

## Day 1

- 01 We will begin by discussing the concept of employee experience and how it can add value to your business.
- 02 We will then focus on understanding your employees through different research methods.
- 03 At the end of the day, you will have created your own employee persona using the knowledge transferred throughout the day.

## Day 2

- 04 We will continue with the ins and outs of employee journey mapping.
- 05 You will design, from scratch, an employee journey map for the persona created during Day 1.
- 06 We will conclude with techniques for generating improvement solutions and we will translate them into an actionable solution roadmap ready for implementation.



### Build your definition of employee experience

Discover the concept of employee experience. Together, we will uncover how it can bring value to your organization



### Use employee insights to build actionable solutions:

Ideation will help you answer questions related to talent attraction and retention, HR cost optimization or attrition rate reduction and many more. You will learn to prioritize initiatives and create roadmaps meant to support project management teams during implementation.



### Build employee personas:

Understand your employee base universe. During the course, we will use the employee persona canvas to create archetypes of your employees that will help you to build your employee value proposition.



### Pinpoint employees' pain points and gain points:

Designing an employee persona will lead you to another important step of uncovering the micro-moments that can make or break employee experience.



### Build an end-to-end employee journey map:

By the end of the course, you will be able to design the 'hire-to-retire' employee journey map, from research to success measurement.



# 04

## More information about the course

**Start Learning Today!**

### Course objective

---

This is a course based on design thinking, lean startup and agile ways of working. It is a combination of complimentary tools and delivers more than just theoretical concepts.

### Level of knowledge

---

Our classes can be accessed by any professional or employee enthusiast. We break down complexity by introducing concepts gradually and presenting them through practical examples and case studies.

### Time

---

2 days (8 hours per day)

### Delivery method

---

In-person

### Language

---

Romanian/English  
(depending on the audience)

### Pricing

---

Pricing depends on the level of content customization.

# The Trainers

## Victor Iancu

Associate Partner  
Strategy & Experience Design

KPMG in Romania  
[viancu@kpmg.com](mailto:viancu@kpmg.com)



Victor is leading the Experience Design practice in KPMG Romania and Moldova, being also the Head of Public Sector Advisory. He has 15+ years of management consulting experience gained both nationally and internationally (e.g. Europe, Asia, North-Africa, Middle-East).

Currently he coordinates the delivery of customer and employee experience analysis and design, as well as strategy services for private and public sector entities which wish to obtain new sources of competitive advantage.

## Laura Petrea

Manager  
Strategy & Experience Design

KPMG in Romania  
[lpetrea@kpmg.com](mailto:lpetrea@kpmg.com)



Laura has more than 7 years of experience in customer centric positions, and in the last 5 years she has been focusing on customer experience. While working in this area, she was one of the two founding members of a customer experience dedicated team.

She acted both as an internal consultant on customer & employee experience as well as a project manager for initiatives derived from the customer journeys.

# Want to know more ?



[businesshub@kpmg.com](mailto:businesshub@kpmg.com)



### KPMG in Romania

KPMG in Romania,  
DN1, Soseaua Bucuresti-Ploiesti nr. 89A,  
Sector 1, Bucuresti 013685,  
Romania,  
P.O. Box 18 – 191 Tel:  
+40 372 377 800

[kpmg.com/socialmedia](https://kpmg.com/socialmedia)



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

© 2023 KPMG România SRL, a Romanian limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.