

Whitter

Employee Experience Strategy

Design an Effective Ex Strategy to Improve Employee Performance and Drive Business Results

Designing and implementing an exceptional employee experience strategy is crucial for business success. From a leading figure in the EX field, this book provides everything needed to succeed. Employee Experience Strategy explains how to assess the needs of the organization and its employees, define and build an effective employee experience (EX) strategy and embed it successfully in the business. There is also guidance on how to get stakeholder buy-in from the rest of the business, and make sure that the EX strategy works for remote, hybrid and in-person working. It also covers how to overcome common challenges and measure the ROI of the strategy. Most importantly, this book shows how to ensure that the EX strategy delivers on the financial and performance goals of the business. This book is underpinned by primary data, research and global case studies from organizations including L'Oréal, Sanofi, and Unilever. There are also practical examples throughout and interviews with leading figures who have successfully implemented a robust employee experience strategy. Written by Ben Whitter who was recognized by Thinkers50 in 2021 specifically for his work in employee experience, this is an essential book for all senior talent professionals needing to build, embed and sustain an effective EX strategy.



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