

Empathy Map for 4 Steps of Onboarding



	Step 1	Step 2	Step 3	Step 4
Doing	Come into Reception	Sit at desk	Attend Orientation	Fill out paperwork
Thinking	Wonder what's going to happen next	Not much here - no computer	Too much to remember	Hate paperwork and I don't know what to pick
Feeling	Nervous	Disappointed	Overwhelmed	Frustrated and confused
Saying	Hello...Thank you.	Quiet	Asking questions.	Quiet.

Where do you see opportunities to improve? Where are there moments that matter?

** Agile HR: Deliver Value in a Changing World of Work by Natal Dank and Riina Hellstrom*

Empathy Journey Map for 4 Steps of Onboarding



Looking for moments that matter and opportunities to improve.

	Step 1	Step 2	Step 3	Step 4
Doing				
Thinking				
Feeling				
Saying				

Creating Employee Experience as a Leader



Example: Review of strategy and goals with team members

	Step 1	Step 2	Step 3	Step 4
Doing	Listen to strategy and assigned goals	Discuss strategy	Leave meeting	Make a plan to achieve the goals
Thinking	Goals aren't realistic	Don't hear my concerns	Might as well accept the goals and strategy.	I'll do my best on these goals but don't think it'll work
Feeling	Frustrated	Disappointed	Discouraged	Apprehensive
Saying	Nothing	Not sure we can do this	Talking to each other about concerns	Talking to teams about concerns

Creating Employee Experiences



	Step 1	Step 2	Step 3	Step 4
Doing				
Thinking				
Feeling				
Saying				