



WTW Virtual Employee Experience Summit

Driving value by building culture and connection

Welcome

April 17, 2023

WTW Virtual Employee Experience Summit

Driving value in an age of disruption

April 3 — April 26

63% of organizations are losing value through their employee experience



Source: WTW EX Insights global database.

Today's speakers



Manasi Vartak
**Director,
Employee
Experience**
WTW



John Rothera
**Director,
Employee
Experience**
WTW



Andy Walker
**Managing Director,
Employee
Experience**
WTW



Jeff Hay
**Chief
Underwriting
Officer**
Donegal Insurance
Group



Christina Hoffman
**SVP and Chief Risk
and Compliance
Officer**
Donegal Insurance
Group



Tiffany Shortridge
**Senior Director,
Employee
Experience**
WTW



**Stephanie Butt
Thibodeau**
**EVP and Chief
Talent and Culture
Officer**
iA Financial Group

Global disruption is impacting the employee experience

The employee view

Pandemic fallout

Financial stress

Economic uncertainty

Labor market agency

De-globalization

Climate



Work stressors

Declines in perceptions of adequate staffing, leadership interest in wellbeing and ability to balance work and personal life



Crises of connection

52% feel disconnected from team when remote

57% of leaders say managing their teams has become more difficult



Development challenges

39% worry remote working will have a negative impact their career

Source: WTW 2022 Global Benefits Attitudes Survey, U.S. Full-time



[Employee experience in an age of disruption:
How to future proof your organization](#)

WTW's point of view

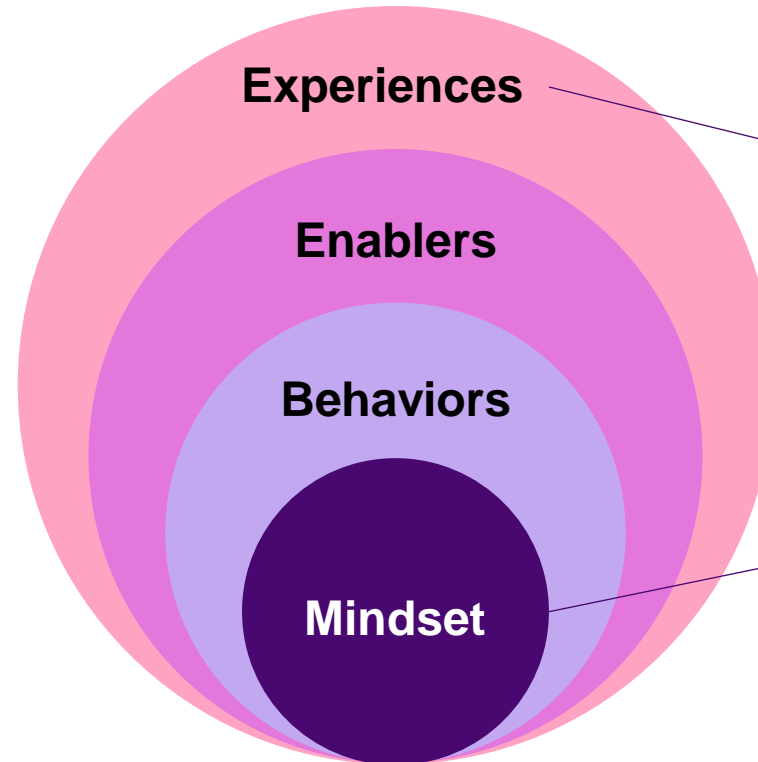
Employers need to create a culture of equity

Great cultures have an intentional **alignment** between mindsets, behaviors, and enablers, creating meaningful employee experiences.

WTW research shows a strong link between a **high-performance employee experience** and **superior financial returns**.

+7%

difference in three-year change in gross profit margin for employers that deliver a **superior Employee Experience**.

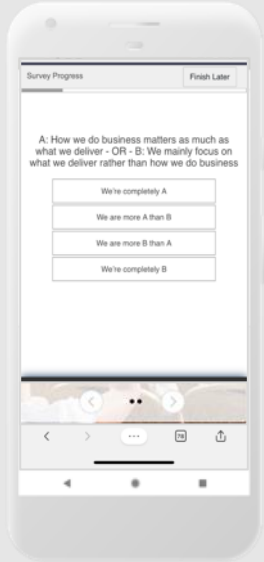


Employee experience results from the events and exchanges people regularly encounter (e.g., connection to purpose, interactions with leaders and teams, how work is done, perceptions of fair pay)

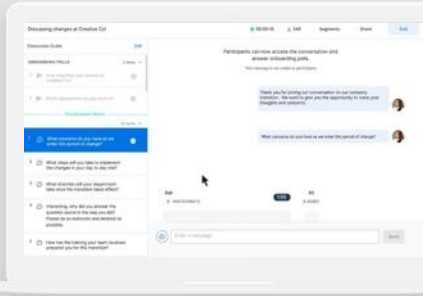
Culture is the shared mindset and behaviors that shape life *and experiences* in an organization, made real through enablers (e.g., artifacts, policies, programs and processes)

Assess alignment between mindset and experience over time

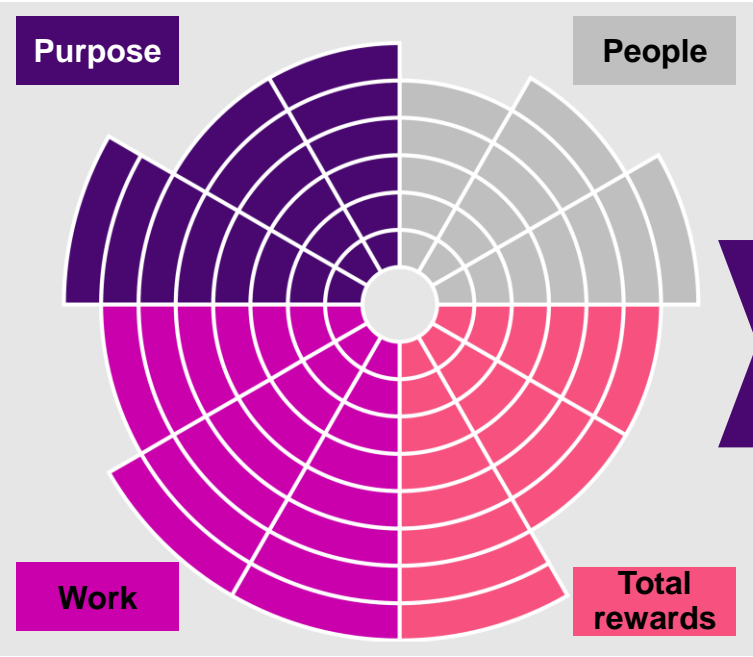
Surveys on WTW's Engage platform



AI driven Virtual Focus Groups for rich qualitative insights



Culture mindset assessment



High performance employee experience assessment

Purpose	Work	Total rewards	People
Inspiration <i>"I'm totally inspired by our vision — we're socially responsible"</i>	Drive <i>"We're transforming, agile and ahead of the market"</i>	Growth <i>"I'm achieving my potential"</i>	Trust <i>"I'm confident in leadership, they treat us with dignity and respect"</i>
Inclusion <i>"I'm totally inspired by our vision — we're socially responsible"</i>	Voice <i>"I'm totally inspired by our vision — we're socially responsible"</i>	Capability <i>"I'm totally inspired by our vision — we're socially responsible"</i>	Collaboration <i>"We help each other, and work across boundaries"</i>
Understanding <i>"I get what we do, and how I fit in"</i>	Organisation <i>"We're efficient, flexible, and continually improving"</i>	Fair pay <i>"I'm rewarded fairly for my performance"</i>	Support <i>"I feel supported, and have a good boss"</i>

Looking to change your culture

3 steps to get started...

1

Assess

Run a culture mindset survey and gather other qualitative data to understand your current culture

2

Define

Engage leaders to define the culture needed to deliver a high performing employee experience and execute your strategy

3

Prioritise

Identify the critical areas that need to change to release maximum value

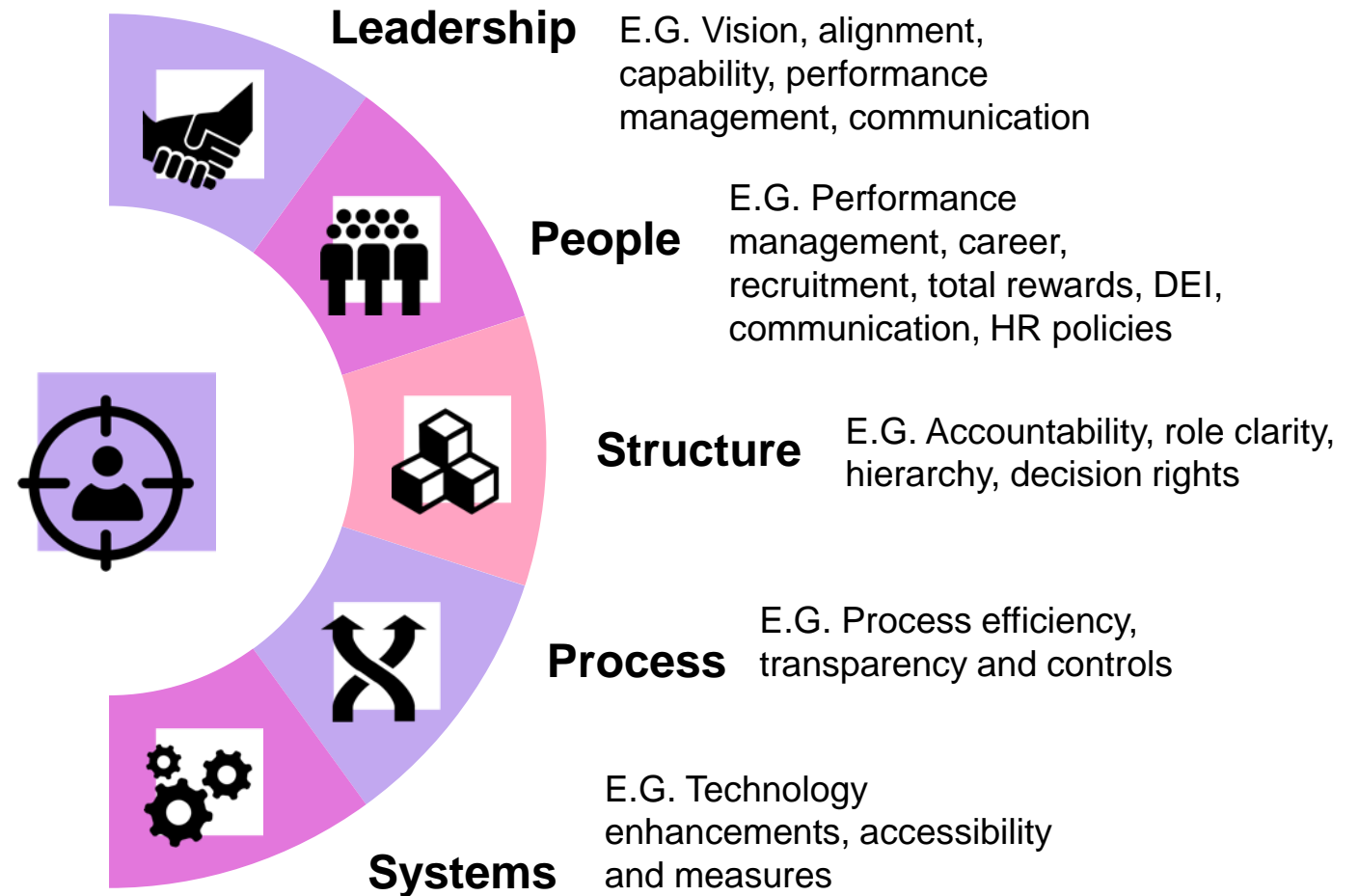
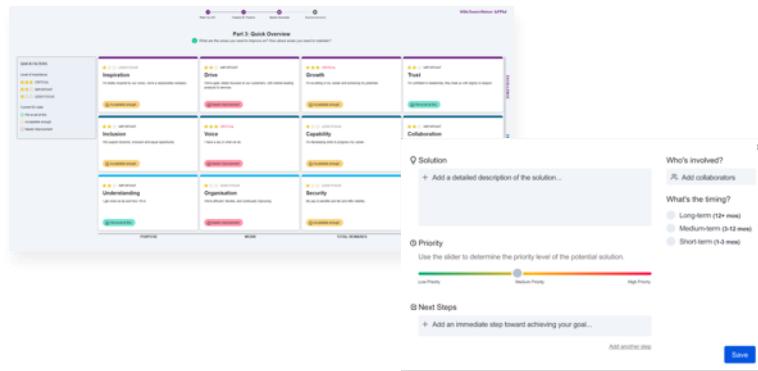
Driving culture transformation

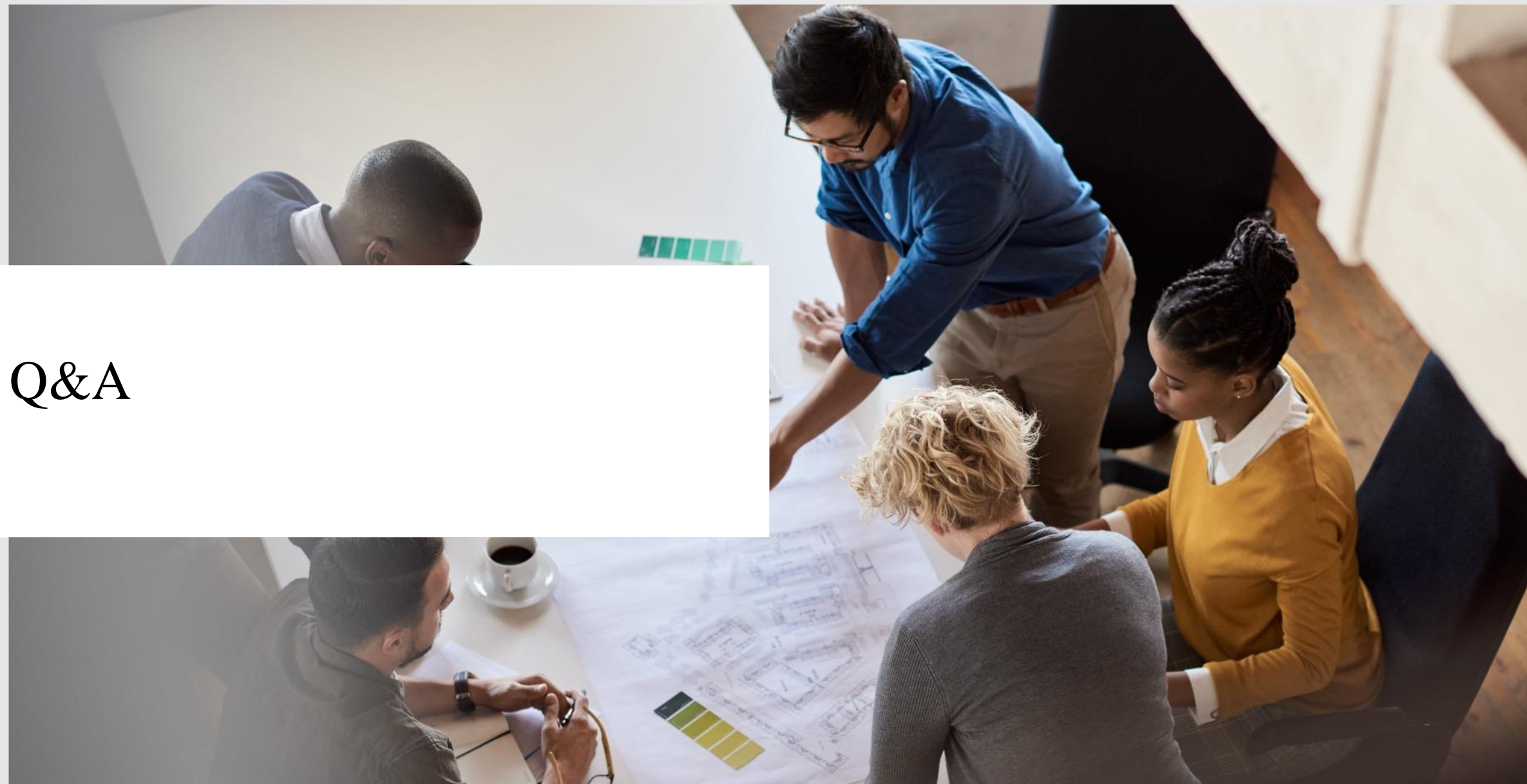
Typical areas of change

What needs to change will depend on where you are and where you are trying to get to, informed by insights gathered through the assessments.

It requires taking a **whole systems view** and **identifying priority areas** of that will have the biggest impact.

Digital workshop tool to determine desired culture and focus areas.





Q&A

WTW Employee Experience Virtual Summit

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Up next: April 21

Driving value by addressing culture in an M&A deal

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Source: WTW EX Insights global database.

Feedback:

Please take a minute to answer the questions on the screen – we'd love to hear from you.



End of event questions

Would you like a member of the WTW team to call and discuss anything from today's session?
(multi select)

- **I'd like to learn more about culture transformation**
- **I'd like to better understand some of the tools mentioned (e.g., Virtual Focus Groups, Engage)**
- **I'd like to discuss something else**

Thank you.