

EMPLOYEE JOURNEY MAP

Creating an employee journey map for your learners can help you provide the HR and L&D solutions that are most appropriate for them at specific stages of their employment. Use the tool below to consider the various factors impacting your learners at each stage of the employee life cycle.

	HIRING/ ONBOARDING	FEEDBACK/ PERFORMANCE MANAGEMENT	PAY AND INCENTIVIZATION	LEARNING AND DEVELOPMENT
DOING				
THINKING				
FEELING				
EXPERIENCE				
OPPORTUNITIES				

- DOING** — what is the persona doing at this point in the journey? Describe it like a movie scene.
- THINKING** — what are the rational thoughts the persona is considering at this point in the journey?
- FEELING** — describe what they are feeling and plot their emotional state (high or low).
- EXPERIENCE** — rate the overall experience. Is it neutral, positive or negative? Use stars or another score ranking method.
- OPPORTUNITIES** — what are the opportunities for experience improvement?
- EMOTIONAL STATE** (the wavy line) —how is the person generally feeling, high or low?

Applying Agile methods to your HR and L&D processes can help ensure your company is ready for change. Learn more when you earn your [Agile Certification for HR and L&D](#) with Training Industry.

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