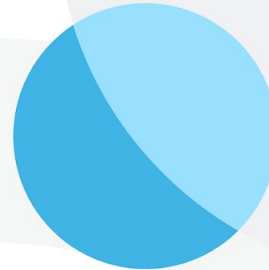# Workday Live

at Workday Elevate

London
133 Houndsditch,
Liverpool Street,

24 May 2023

workday.

Manage change and navigate uncertainty through meaningful employee experiences

Safe Harbor Statement

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Inna Landman

Senior Vice President, People

Workday

Today's World is not the Same

Operating within tight budgets and tough economic conditions

Meeting employee expectations to retain and develop talent

Delivering the Next Generation of Experiences

Search and discovery

Company policies

Business processes

HR service delivery

Communication

Onboarding

Leave of absence

Promotion

Training and development

Recognition

Open enrollment

SIMPLIFY THE
User Experience

UX

ELEVATE THE
Employee Experience

EX

Measuring Experience Matters

Employee experience **Employee engagement**

Inclusive onboarding

Inspiring career guidance

Concise career advancement

7.5

9.1

8.7

7.4

8.3

9.4

3.2

Intuitive candidate experience

Simplistic requesting support

Responsive when needing help

Painless exit

The WoW story:
Employee engagement initiatives that drove change at Workday

A Complete Approach to Employee Experience

EXPERIENCE
Transactional & Situational Data

Team composition

Skills and competencies

Performance

Responsibilities and promotions

Personal and work demographics

Collaboration

Leadership and org structure

SENTIMENT
Emotional & Perceptual Data

Psychological safety

Interests and strengths

Engagement and motivation

Learning and growth

Belonging and identity

Relatedness and connection

Sense of support

Supporting Better People Decisions

- Utilising Peakon's **intelligent listening** approach, with short weekly surveys tailored to employees

- **Activating all stakeholders**, providing insights to every employee and fostering a collaborative improvement process

- Using the data in key company decision-making processes to track **strategy execution**

real-time

sentiment

fully automated

data-driven

contextual
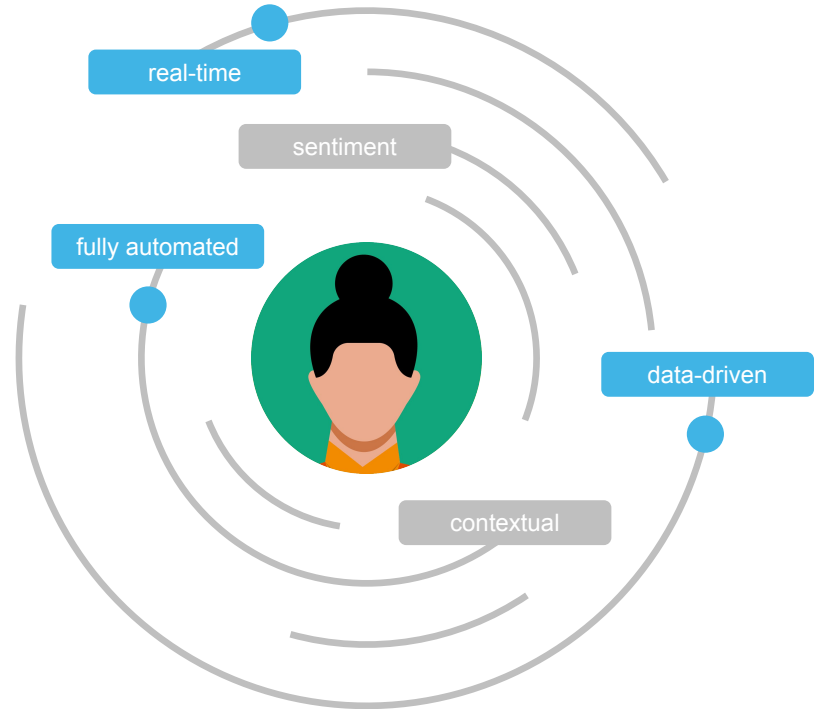
Adoption: The *Feedback Loop*

HEARING ALL VOICES

97% of Workmates have taken part, while an average of 70% participate in surveys each week

A WEEKLY ROUTINE

Managers log-in to view interactive dashboards, with personalised insights and recommendations once per week
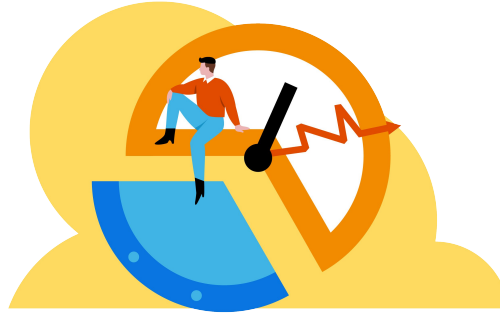
TWO-WAY CONVERSATION

More than 350k survey comments, and 300k acknowledgments or replies from leaders

Actions From Leaders Really Add Up

Sense of **Accomplishment** and **Meaningful Work** have risen dramatically

The number of employees with an unmanageable **Workload** has halved

Growth and **Learning** is up for Workmates of all tenures and functions

Promoting retention and career growth

Employees who left Workday were three times more likely to have a negative perception of their professional growth and development.

Combining trended-worker transactional data from Workday, external data (via Prism) and Peakon data, we could understand the programs that were most effective at building a sense of career progression.

This research lead to a new talent strategy focused on improving the most impactful programs, looking to unlock unrealised potential in others, and curtailing ineffective activities.

Internal mobility transforms sentiment around growth

Moving team but staying at the same level has the biggest impact.
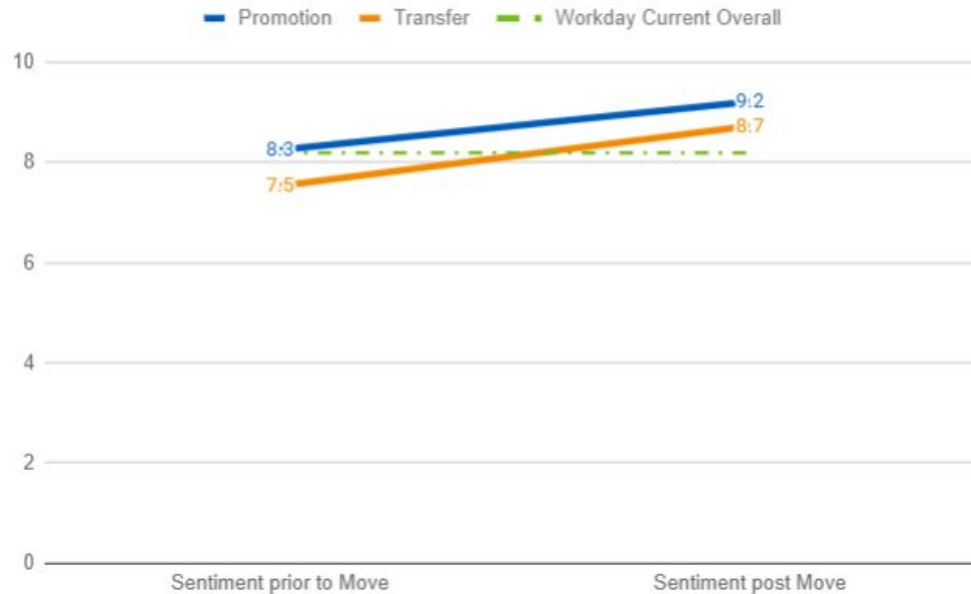
Workers with an effective CPCI have significantly higher Peakon sentiment across all questions

The top five differences all surround growth and reward.

Top 10 Largest Peakon Differences
Average score of workers with an effective vs non-effective CPCI

Question	
I see a path for me to advance my career in our organisation.	
I can have well-informed and constructive conversations with my manager about pay.	
Either my manager or a mentor encourages and supports my development.	
I feel that I'm growing professionally.	
The processes for determining pay in our organisation seem fair and unbiased.	
If I do great work, I know that it will be recognised.	
I am satisfied with my level of involvement in decisions that affect me.	
If you were offered the same job at another organisation, how likely is it you would stay at Workday?	
I get enough feedback to understand if I'm doing my job well.	
I am fairly rewarded (e.g. pay, promotion, opportunities) for my contributions to Workday.	

0.0   0.5   1.0   1.5   2.0   2.5

Difference in Peakon Scores (Effective CPCI - Non-Effective CPCI)

Rapid development of "Hub Health" dashboard to support return to office and hybrid work

Multiple Stakeholder Support

With multiple stakeholders weighing in on employee experience, it was important to provide views of hybrid work data their way to inform decisions

Holistic insights

Combining HCM data, aggregated office badging data via Prism and Peakon to show the impact of hybrid work on experience

Integrated security

Access tied to Workday site leadership roles, automatically provisioning local dashboard to users
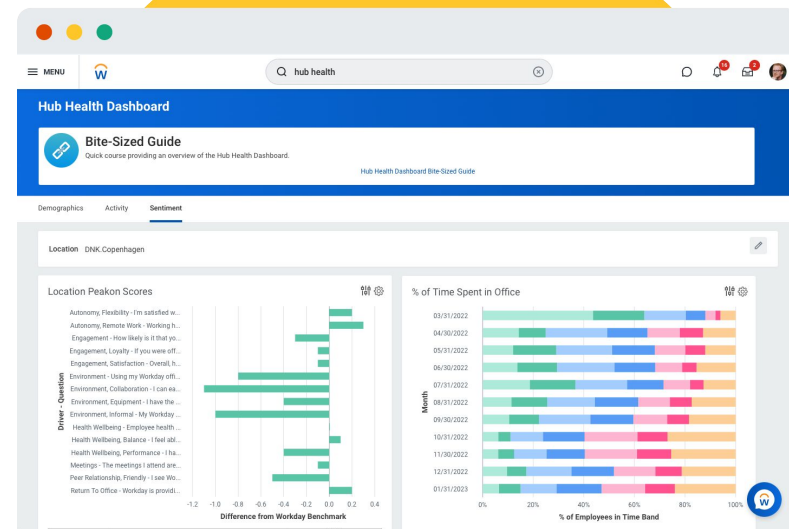
Peakon Data: A Key Dimension To Myriad Decisions

Strategy communications and implementation: Peakon data uncovered the need for a more effective cascade of strategy understanding, and better translation into functional plans.

Research combining Peakon and performance data identified key experiences through **onboarding** that led to early-career success at Workday.
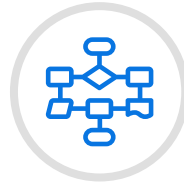
Data from HCM and Peakon showed the impact on employee sentiment when their **manager changes**, enabling us to provide guidance on how new leaders should build connections with their teams.

Top 3
Takeaways

Employee Engagement is a **business imperative** and key to competitive differentiation

Optimising each step in the employee journey is the key to an experience that drives engagement, growth and retention

Workday **HCM and Peakon data combined** delivers a new level of insight to guide strategic decision-making

Thank you

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