

WELCOME TO OUR ORGANISATION

Design a better experience for new employees using Human-Centred Design

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THE SITUATION

Our client is one of Australia's largest (not for profit) provider of Aged Care Services. In an competitive employment environment, attracting and retaining talented staff is a major focus for organisations. The problem is extremely acute in health and aged care, one of the fastest growing sectors in Australia. For an employer, developing a 'differentiated' employee value proposition has become a strategic priority. An area of concern for our client was the high churn rate of new employees compared to industry averages and extensive analysis revealed that this was having a significant business impact.

THE APPROACH

We started by focusing on the new employee experience. There were initial hypotheses about the factors driving the high rate of dis-satisfaction with the new employee experience and some solutions were suggested, but there were low levels of confidence that these initiatives would be effective. Our client partnered with [toughproblem] to bring a different approach and thinking to the problem. Applying the [toughproblem] Human-Centred Design approach, we were able to coach and guide the team from initial problem framing through to prototyping. The team kicked-off by immersing themselves in the problem using techniques such in-depth interviews and customer experience pathway mapping. Our engagement with new employees, hiring managers and other stakeholders helped us identify several high value opportunities that would create a better experience for new starters.

THE DESIGN

The research phase inspired the team to design a new starter 'pathway' into the organisation so they are able to find their place and realise their potential quickly. Elements of the experience that are currently being prototyped include:

- Designing a 'Day One' experience including Welcome Kit, Work Schedule and Network Contact assistance
- Re-positioning the 'Employee Orientation' program with a greater focus on function specific detail.
- Designing a 'Buddy Program' to guide and mentor new starters during the first six months of their journey.

Human-Centred Design is a new approach to problem-solving for our client but the overwhelming positive feedback from this project now provides them with a solid reason to use the design approach for future challenges.