THE 3 LENSES OF
THE EMPLOYEE EXPERIENCE

Lenses are the different perspectives on an organization's Employee Experience that managers and leaders adopt and consider consciously. Lenses allow leaders to view the Employee Experience from multiple points of view––to put on various hats and understand the beliefs and expectations of their employees through whatever frame is most helpful to the organization's success. The most effective leaders are those who can (and are willing to) go beyond their limited perspectives and see the Employee Experience with new eyes.

ORGANIZATION

Looking through this lens, the owner, executive, or manager sees the Employee Experience as it affects the organization, not necessarily the employees.

- Sales
- Market Share
- Recruitment
- Partnerships
- Competition
- Brand
- Personnel Decisions
- Turnover

INSIGHT: Looking through this lens can help leaders temporarily set aside personal relationships and emotional issues related to employees to see what needs to be done to preserve the well-being of the organization.

EMPLOYEE

Looking through this lens, the leader sees the Employee Experience from the perspective of the employee on what is best for the people working in the organization.

- Compensation
- Engagement
- Culture
- Beliefs
- Work-life Balance

INSIGHT: Looking through this lens, a manager might understand how employee beliefs led to a specific outcome in a way that wasn't possible looking at things only from her own perspective.

LEADERSHIP

Looking through this lens, you are able to look through the organizational and employee lenses at the same time, giving both views their appropriate consideration, while also paying attention to the leader's own viewpoint. This approach integrates three points of view:

1. Their own point of view
2. The organization's point of view
3. The employees' point of view

INSIGHT: Looking through this lens gives a broader, more complete range of insights needed to make decisions.

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