

Culture in the Workplace

James Kostulias, Head of TD Ameritrade Retail Experience

Companies that invest in employee experience are **four times more profitable** than those that don't

87% of customers' affinity toward Starbucks is **driven by the way the company treats its employees**

The Experience Connection



Employee
Satisfaction



Employee
Productivity



Client
Service



Client
Satisfaction



Client
Loyalty



Company
Profits

What is that experience?



Human

+



Physical

+



Digital

Source: "Employee Experience Advantage" – Jacob Morgan

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How do we create it?



What can you do?

Clarify The EX Strategy To Make The Case For More EX Resources



Create case for resources based on business benefits



Identify and cultivate key EX collaboration partners



Use an EX strategy to create focus

Creating an employee experience strategy



HUMAN

The feeling employees get working for [company]. What does it look, feel and sound like?

- I feel a sense of purpose, I am treated fairly and am valued as a person and professional
- I feel my managers are coaches and mentors and that I am part of a team
- If I want to learn something new or advance within our organization, I am given the resources and opportunity to do so
- I refer others to work at [company]
- [Company] invests in employees' well-being (physical and mental health)
- [Company] is diverse and inclusive



DIGITAL

The tools employees use to get their jobs done. How are our employees supported?

Employees should be able to agree with the following:

- The technology at [company] is consumer grade (meaning it's well designed, useful and valuable and I would consider using something similar in my personal life, if it existed)
- Generally, the technology is available to everyone at our organization who wants it
- The technology we use at [Company] is focused on the needs of the employees instead of just on the technical requirements and specifications of the organization

Consider the following:

- Does the diversity of your organization match the diversity of your clients?
- How are you preparing for the next generation of the workforce?
- What's your development ROI?
- Are you providing a competitive experience across all industries?

- What technology are you using and how are you using it?
- Are you using technology your employees would use outside of work? i.e. Slack, Office 365,
- Is technology available to all employees who want it / are provisioned for it?



PHYSICAL

The actual spaces in which employees work. What do we want it to look and feel like?

- [Company] offers employees multiple workspace options
- The physical space within the location that I work reflects the values of the organization
- I feel proud to bring a friend / visitor to my office
- [Company] offers flexible work options and encourages autonomy

- What types of workspaces do you utilize?
- How does the company support remote work?
- How do you manage "modern workspaces" (flexible, open-office, etc.)?
- How do you handle travel in normal vs. cost-constraint environments?

Creating an employee experience strategy



HUMAN

DIGITAL

PHYSICAL

What does it look, feel and sound like?

How are our employees supported?

What do we want it to look and feel like?

How do we measure success?

How do we measure success?

How do we measure success?

Impediments to our success:

Impediments to our success:

Impediments to our success: