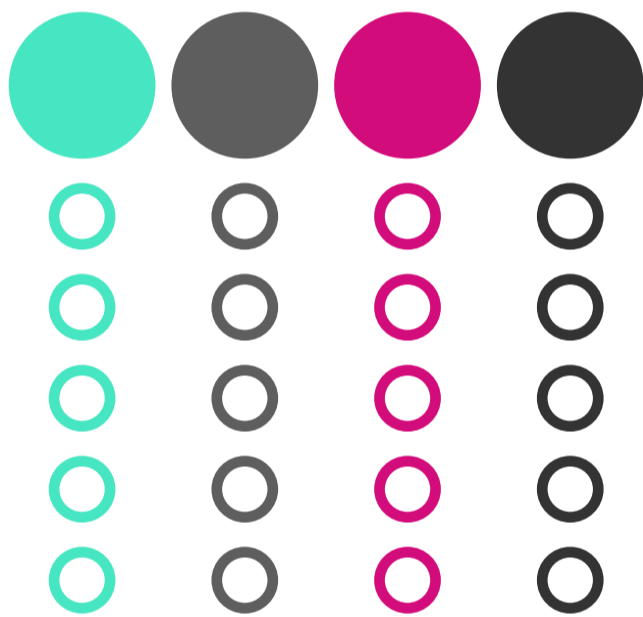


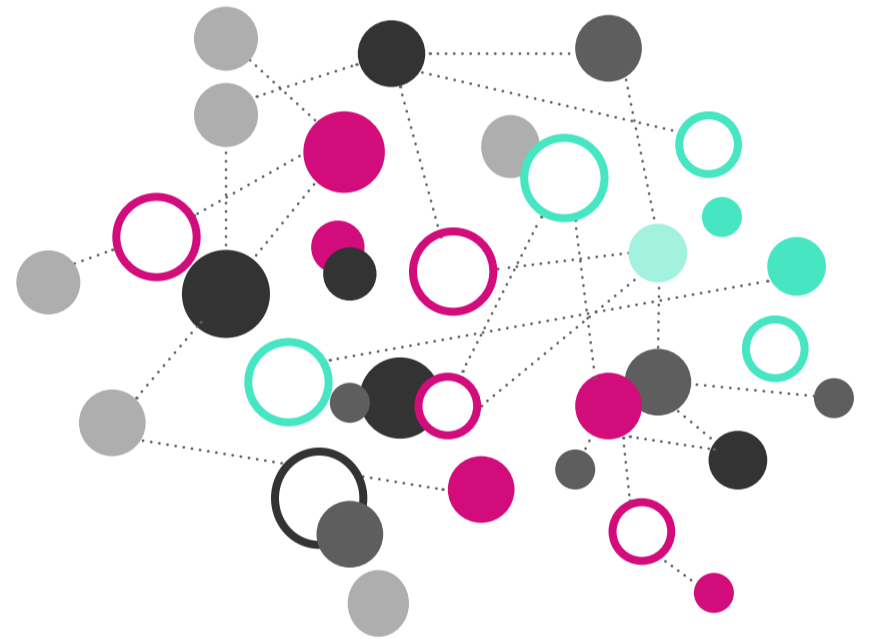
PERCEPTION OF HR

HR team members and employees experience human resources differently. While HR operates within its clearly defined functions, employees do not experience HR in a siloed manner.

HR PERCEPTION



EMPLOYEE PERCEPTION



To improve the HR experience and increase program engagement among employees, HR should take an employee-first perspective and:

STEP 1

Align on the desired employee experience.

STEP 2

Unify the communications strategy across functions.

STEP 3

Develop a system that can be applied to deliver a consistent experience across all communications.