

# 9 Employee Experience Trends to Take Into 2021

How leading organisations are evolving their engagement strategy to motivate and inspire employees wherever and whenever they work



**Visibility**  
+  
**Connection**



**Support**  
+  
**Recognition**



**Purpose**  
+  
**Culture**

**Before**

**Now**



Sharing business information on a need-to-know basis

**1**

**Cultivating trust with transparency**

Create digital and in-person channels to connect leaders and employees in a safe space.

Ad-hoc all-staff messages with lengthy approval processes

**2**

**Tailoring immediate and targeted communication**

Introduce platforms with mobile alerts and segmented messages on multiple devices so that the right people get the right message at the right time.

HR/Internal Communications Teams responsible for all company communication

**3**

**Using online social tools to facilitate connections and give employees a voice**

Simplify distribution and publication of both professional and personal content, and give employees ability to comment and react in a less formal way.



Employee solely responsible for own wellbeing

**4**

**Integrating employer-supported employee wellbeing programs**

Give employees permission, tools and resources to prioritise self-care through their day - whenever and wherever they choose to.

Manual, ad hoc employee recognition and reward

**5**

**Recognising and rewarding hard workers every day, everywhere**

Empower employees to embrace digital, peer-to-peer recognition to celebrate progress in the moment to create a ripple effect of positivity and productivity.

Formal, annual surveys with selective response windows

**6**

**Creating an always-on feedback culture with real-time reporting and pulse surveys**

Use pulse polls to solicit employee feedback and dashboards to help leaders gauge morale, and spot opportunities and blindspots in your current culture.



Company values rarely referenced or aligned to strategic goals

**7**

**Integrating company purpose and values into hiring, R&R and performance**

Help employees cultivate their own sense of purpose by showcasing company values and ensuring they guide how you hire, recognise and promote.

Work vs. personal life were separate (competing) entities

**8**

**Creating platforms and opportunities to build inclusion and impact**

Introduce digital spaces that bring employees, their families and wider communities together to collaborate on projects, create conversations and celebrate success.

Reliance on face-to-face events for collaboration and connection

**9**

**Cultivating 'cultural fitness' both inside and outside the office**

Strengthen the 'culture muscle' that holds your company together by showcasing and sharing the interests and practices that make your company unique.

Keep up with 2021 trends and plan your strategy at  
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