



COLUMN FIVE

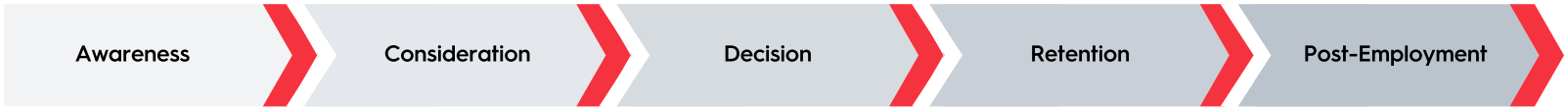
Employee Experience Template

Use this template to examine each stage of your employer journey—and design the best employee experience possible.

For more details on using this template, see our

[Guide to Map Your Employee Experience.](#)

Employee Experience Stages



Potential employees are aware of your brand's existence.

Candidates research your brand to decide whether you might be a good employer.

Employees choose to work for you.

Employees decide whether or not to remain employed with you.

Alumni decide whether or not to advocate for you.

What questions are they asking at this stage?

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What are your touchpoints?

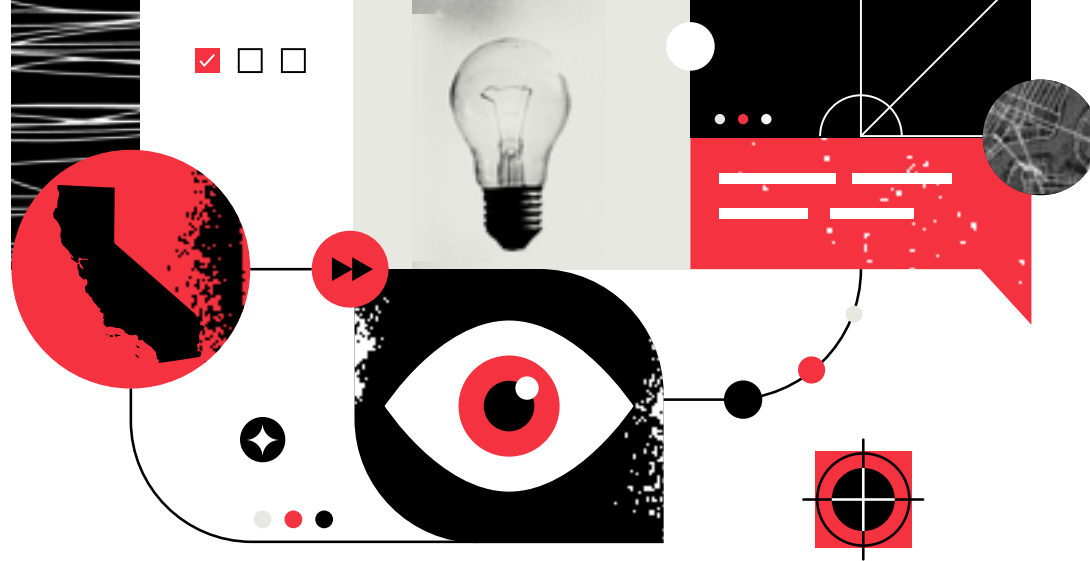
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What content will motivate or educate them?

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How will you measure success?

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Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at columnfivemedia.com.

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