

A high-angle, blurred photograph of a crowd of people walking on a paved surface, overlaid with a semi-transparent blue filter. The people are in motion, creating a sense of a busy, crowded environment.

# Redefining the positive Employee Experience during and after the crisis

Perspectives on Managing EX: The Manager Multiplier Effect and Employee Experience Index



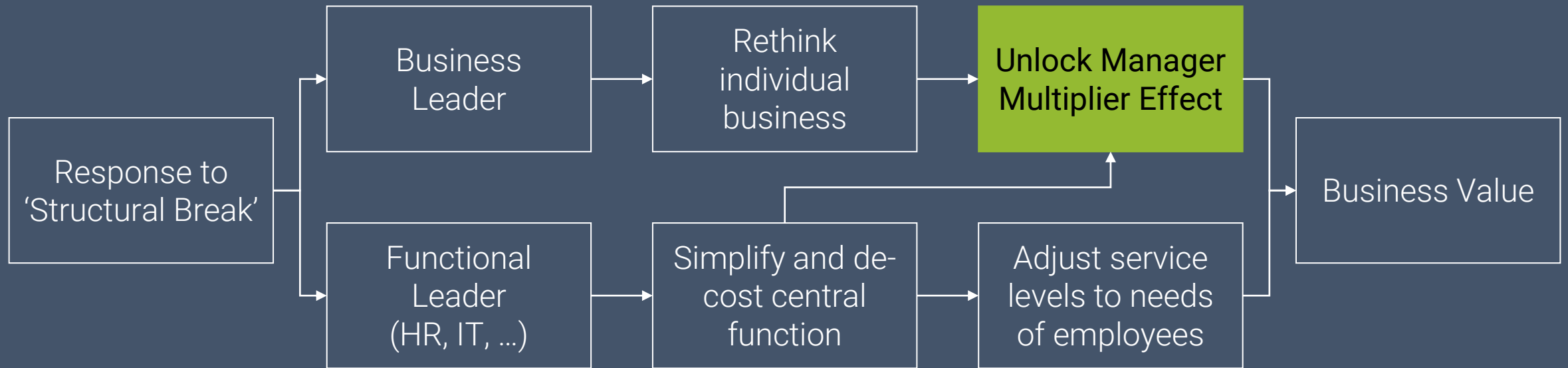
During **structural breaks** in **hard times**, cutting costs isn't enough. Things must be done differently, and on two levels:

At the corporate level, the first commandment is to **simplify** and simplify again.

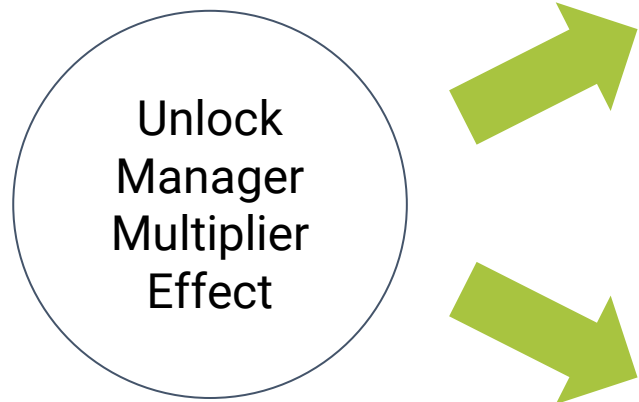
Then start **reforming** individual businesses.

Richard Rumelt  
UCLA Anderson School of Management

# Responding to a 'Structural Break' – The Manager Multiplier Effect



# How to unlock the manager multiplier effect



Experience Intelligence 



*EX data, insights,  
and evidence to identify  
MX 'problem spaces'*

Experience Design & Delivery



*Co-creation 'With' the  
managers, not 'To'  
or 'For' them*

# Experience intelligence proves manager multiplier effect

Highly significant **Correlation**



Obvious **Causation**



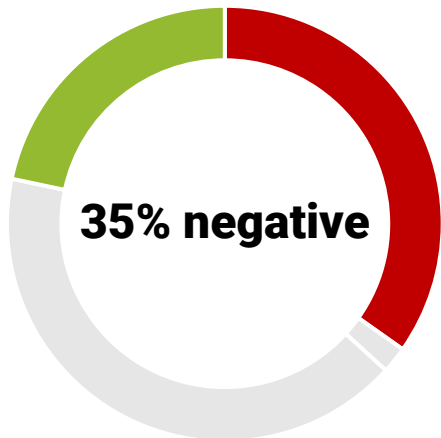
Manager **Multiplier** Effect

## Span of Control

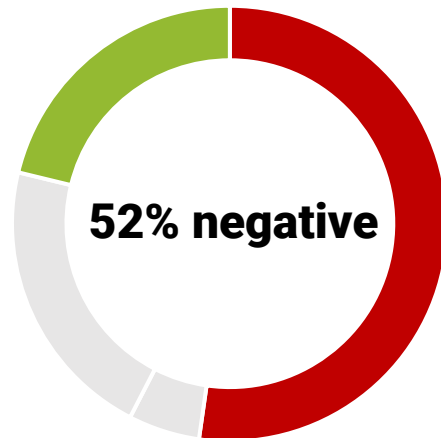
Player/coach	1:3
Coach	1:6
Supervisor	1:8
Facilitator	1:11
Coordinator	1:15

# Topic modeling & sentiment analysis: Managers need better support

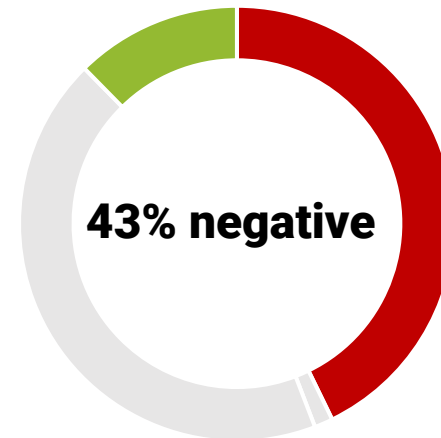
Support With Team Issues



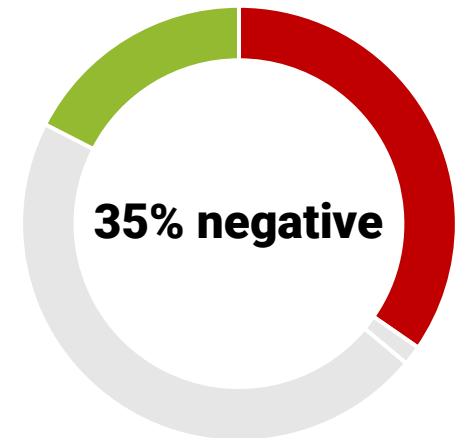
IT System Support



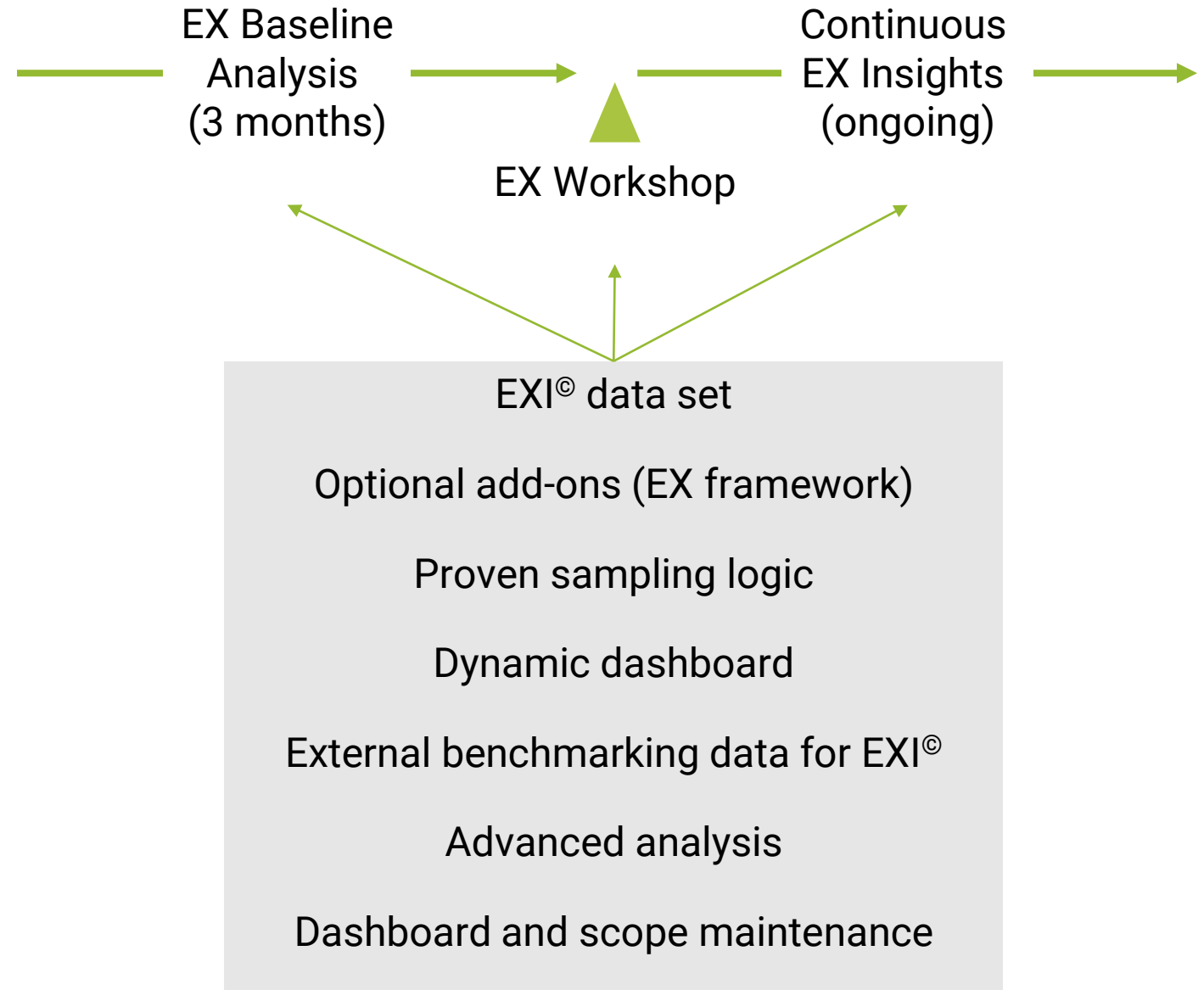
Hiring Support



General HR Support

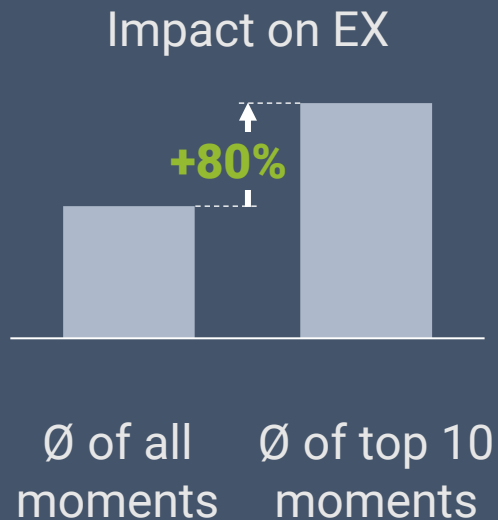


# The EXI<sup>©</sup>



# EXI improves EX ROI by 80% and provides the tools to contextualize

The EXI improves the **ROI** of EX by **+80%**

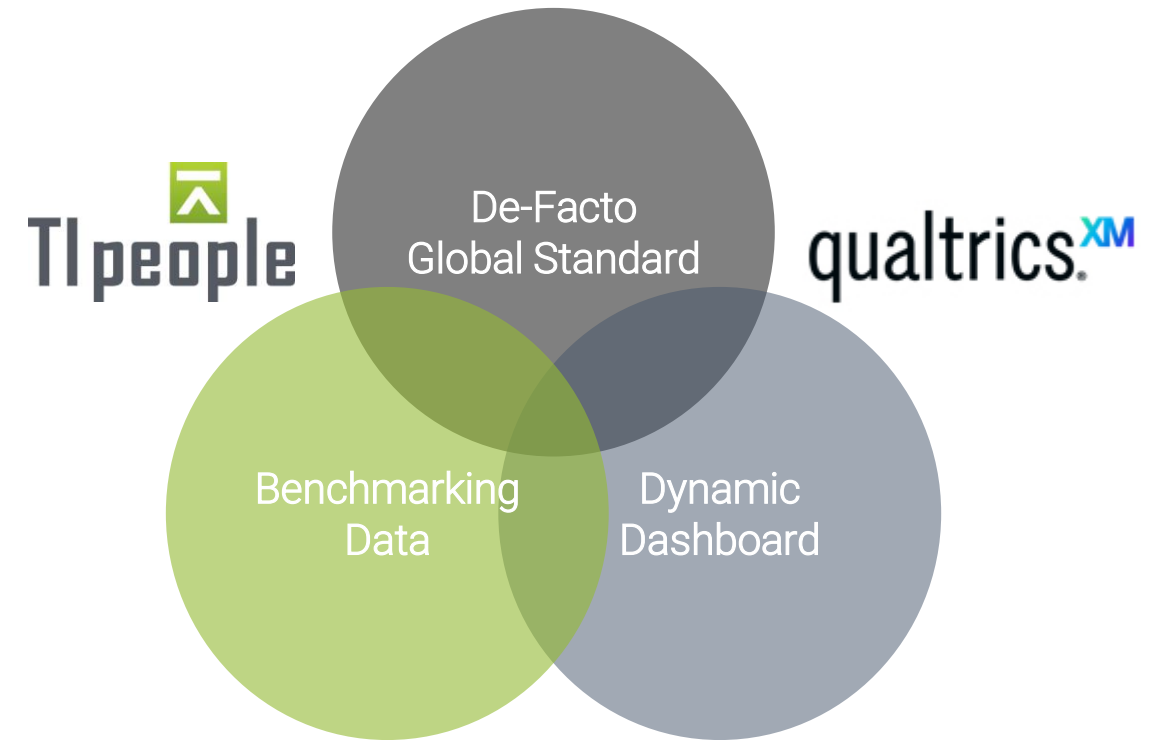


Tools to identify **context-specific** 'top' moments

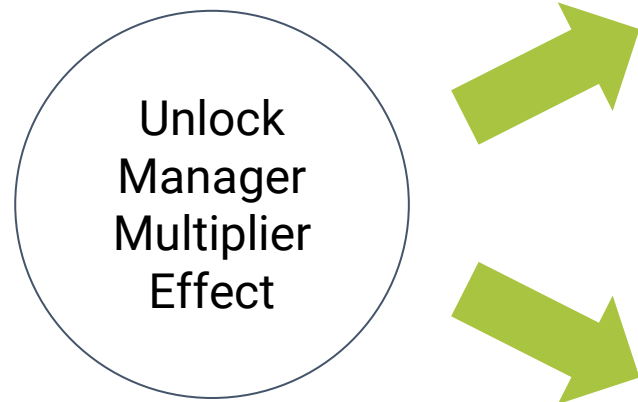
- Company weaknesses  
Benchmarking analysis
- Impact of moment on EX  
(Regression)
- Impact of moment on EX  
(Word of mouth)



# TI People & Qualtrics



# What TI People does to help support a better manager experience



## Experience Intelligence



*EX data, insights,  
and evidence to identify  
MX 'problem spaces'*

## Experience Design & Delivery



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# THANK YOU.



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