



EMPLOYEE EXPERIENCE

February HR In-Brief

Employee Experience – Why We Should Care

By Arlene Keis, Associate HR Consultant, Chemistry Consulting Group

"Most companies know that no matter how much effort and investment they put into developing, delivering and marketing their product or service to their customers, it's the customer's perception of the experience that ultimately has the most lasting impact on the success of the business.

Until more recently, many employers did not consider how this same concept could also apply to the experience of their current and future employees, and how it can affect the bottom line. Known as employee experience, a positive employee experience leads to engaged, motivated and loyal employees, and a negative experience leads to disengaged employees, productivity loss and higher turnover."

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Gen Z Setting the Standard for Positive Employee Experience: Report



[Human Resources Director \(Canada\)](#)

"Employers are being urged to remember and maintain the standards of Gen Z employees as they plan for their benefits strategies this year. The call follows the growing amount of Gen Zs in the workforce, with market research firm McCrindle expecting them to make up 27% of the workforce by 2025."

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Employees Seek Personal Value and Purpose at Work. Be Prepared to Deliver.



Gartner

"Gartner research shows that a human-centric approach, which provides people with **more control over their work and work environment**, also makes them more productive. But it requires employers to rethink their approach. As with all fundamentally transformative strategies, this will take strategic commitment, leadership, culture development and thoughtfully applied technology."

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Trust Me: You'll Want to Read this Article About Trust at Work



PeopleTalk

"Our level of trust with each other as humans has shifted. Now, all organizations need to take a hard look at their go-forward plan to deliberately plan a path forward that will **institutionalize trust as a foundation of their culture**. When trust is the baseline, it becomes possible to innovate in ways that will enhance the employee experience—and customer experience—that were otherwise unimaginable. "

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JANUARY 2024

The national unemployment fell to 5.7%, the first decline since December 2022

Employment increased by 37,000 in January, following three months of little change.

Unemployment rates in BC, AB and ON both fell .1% compared to the previous month.

Unemployment Rate Across Top Canadian Cities

Vancouver, BC	5.8
Victoria, BC	4.5
Kelowna, BC	5.6
Calgary, AB	5.8
Toronto, ON	6.8

The Daily Labour Force Survey, January 2024

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