

EXPERIENT PLAYBOOK

Putting Employees at the Heart of Business Growth

Helping organizations elevate employee experience (EX), engagement, and retention through design.

WELCOME TO EXPERIENT

We believe in a world of work centered equally around the needs of employees and organizations—where employee choice, flexibility, and autonomy, balanced with community, provide for more humanistic and sustainable ways of working.



A NEW BREED OF CULTURE AND EMPLOYEE ENGAGEMENT AGENCY

Experient, formerly OpenWork Agency, is a new breed of culture and employee engagement agency. We use the human sciences to help organizations elevate employee experience (EX), engagement, and retention through design. Our transformation frameworks are based in anthropological science, as outlined in our new book—The Open Culture Handbook.

The Experient Playbook outlines our integrated suite of services:

- I. Culture Research & Insights
- II. Culture Strategy & Growth
- III. Employee Experience (EX) Design





CULTURE

RESEARCH & INSIGHTS

Our research is organized around the Open Culture Framework, outlined in [The Open Culture Handbook](#).

DEFINING CULTURE THROUGH THE EMPLOYEES' EYES

Unlike many approaches to assessing company culture, we specialize in qualitative, ethnographic research to understand employee experience and culture from the employees' point of view. Defining culture from the bottom-up through employees' eyes involves employees in the change process from the outset.

This significantly increases the chances of success for any change program.





CULTURE

RESEARCH

Our team uses a mix of ethnographic methods to collect qualitative data about the daily, lived experiences of employees.

Interviews**Observational Research****Shadowing****Experience mapping****Videography / Photography****Focus groups**



CULTURE

ANALYSIS

Our qualitative data analysis uncovers important assumptions, patterns, and values that can often be hidden in plain sight.

Values mapping

Assumptions analysis

Symbolic frameworks

Departmental / Functional subcultures and conflicts

Generational contrasts

Leadership- employee contrasts





CULTURE

REPORTING

Ethnographic data is rich with insights, beliefs, preferences, blockages, and enablers that top-down culture surveys can't capture. Our analysts and designers synthesize research insights into multi-media, visually rich storytelling.

Videos

Pictures

Quotes & testimonials

Day-in-the-life stories

Narrative arcs

Implications for culture strategy





LEADING TO INNOVATION + GROWTH

Culture strategy that leads to innovation and culture growth incorporates interrelated aspects of adaptation. Through strategy workshops with senior leaders, HR leaders, and department/functional managers, we use the culture strategy canvas to guide teams towards external, customer-facing culture goals.

CULTURE

STRATEGY & GROWTH

Following the tenets of evolutionary science, we help clients prioritize how their cultural dynamics can lead to adaptation and competitiveness through customer-focused innovation. We eschew internal, gap-closing approaches in favor of an ecological model of culture that measures culture growth in terms of revenue-generating innovation.





FOCUS ON INNOVATION & GROWTH

With its focus on innovation and business growth, the culture strategy canvas centers around continuous experimentation, innovation, and learning.

GROWTH MINDSET

What does the innovation track record say about the company's commitment to a growth mindset?

INNOVATION

What customer facing innovations has the company launched in the past two-three years?

CUSTOMER INSIGHTS

How does the company understand its customers? Does it use qualitative research, and does it share the findings across the organization?

LEARNING

What formal or informal processes are in place for peer-to-peer learning of insights from innovation projects?

EXPERIMENTATION

How committed is the company to providing employees opportunities to take risks and innovate?



WHERE + WHEN + HOW

Where, when, and how people work are elemental to employee experience. Culture consultants often address how people work, but not where and when. Workplace strategists often focus on where and when people work, but not how.

'Including all three elements together significantly increases the chances of success for any change program.

EMPLOYEE EXPERIENCE (EX)

DESIGN

We embrace a holistic culture-first approach to workplace experience design that incorporates all five elements of the Open Culture Framework.





THE FIVE QUESTIONS

Each of the Five Questions has a space dimension. How do the company's workplaces and workplace strategies address and support each question?

Why

'How do the purpose and vision of the organization resonate with and motivate employees?

Who

Does leadership foster a growth mindset and trust teams to take risks and pursue innovation?

What

Are employees using their creative muscles to pursue innovation and growth or are they grinding away in algorithmic work?

Where

How can company workplace + workplace strategy successfully address the previous four questions while nurturing the company community?

How

To what extent do employees have autonomy to self-organize and hold each other accountable?



THE EXPERIENT ADVANTAGE

Changes in the World of Work

In the current post-pandemic environment, much has changed in the world of work. Key among these changes has been the transformation of employee expectations about why, when, where, and how they work. Neither HR alone, nor Workplace Strategy alone, can fully address the challenges of designing employee experiences and employment brands that meet the current moment.

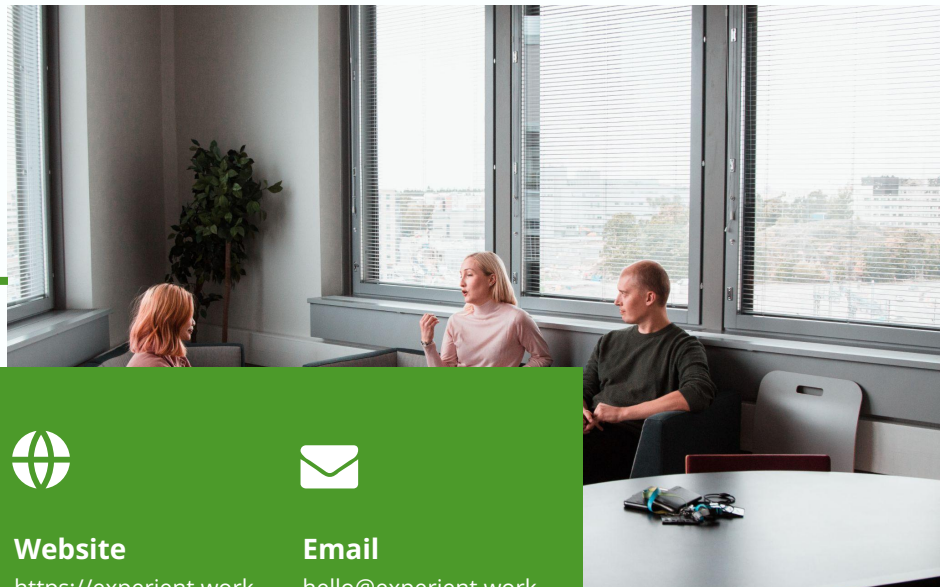
Fit for this Moment

Our EX design approach to managing people and culture is fit for this moment. For the past ten years, we (as OpenWork Agency) have helped clients around the world design and develop flexible places for people to work. As Experient, we shift our focus to people and to the experiences they have at work.



FREE 30 MINUTE DISCOVERY CALL

GET IN TOUCH



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ABOUT

experient

Experient is a creative team of anthropologists, workplace strategists, designers, and business strategists that brings decades of global consulting experience to our clients.

We marry expertise in culture with expertise in workplace strategy to design employee experiences and employment brands that drive innovation and business growth from the inside-out. We are thought leaders in the areas of corporate culture and EX design, powered by our most recent book—[The Open Culture Handbook](#). We are based in Austin, Texas.