Forrester's Employee Experience Cohort, a subgroup of Forrester's CX Council, is an exclusive network of peers, analysts, and advisors connecting you with the leading practices to accelerate business growth.

A dedicated advisor will help senior leaders in a nascent role that will become one of the fastest growing and most influential positions in the C-Suite over the next ten years, apply insights from forward-looking research and best practices of an exclusive network of peers and analysts to navigate risk and accelerate their key initiatives.

TOP MEMBER PRIORITIES

Our members’ priorities drive the Employee Experience Cohort agenda throughout 2020:

1. Establish an employee experience strategy to drive business performance.

2. Establish the connection between EX and CX.
   
   Measure and link the quality of EX to business metrics to show business benefits.

3. Create a culture of shared values and behaviors that focus on employees delivering on great CX.

4. Enable workplace productivity through technology.

KEY QUESTIONS

- What is the ROI of improved employee experience? How do we tie that to the experience of our customers?
- How do we map the employee journey and identify moments that matter to improve employee experience?
- What strategies should we employ to make a connection with new hires that leads to a better experience for customers?
- What listening strategies should we be using as an organization, and how can we push employees to think future state?
- What tools and methodologies should we implement to help our employees innovate in a more agile way?
- What tools should we be using to improve our internal communication and engage digitally? How do we improve our self-service channels?

LEADERSHIP EFFECTIVENESS

- Lead change.
- Increase cross-functional influence.
- Improve team performance.
- Balancing strategic vs. tactical needs.

Senior-level employee experience executives interested in forward-looking research insights, peer networking, and applying best practices to accelerate key initiatives, please contact Rebecca McAdams, Forrester’s Employee Experience Cohort Senior Advisor, directly at rmcadams@forrester.com.
SAMPLE MEMBER TITLES

SVP of Employee Experience  VP, Employee Engagement
CIO of Employee Products and Services  VP, Operations and Transformation
Director, Organization Development  Director of Strategy & Governance

EVENT HIGHLIGHTS

In addition to ongoing Advisor, peer and analyst calls, members are invited to join Council Calls and in-person Member Meetings.

COUNCIL CALLS

January 2020 – March 2020

• **Council-Exclusive Webinar:** Leverage Your Membership in 2020: CX & EX Council Kick-Off
• **Council-Exclusive Webinar:** Set Your Goals and Seek Advice From the EX Cohort in 2020
• **Cross-Council Webinar:** X Marks The Spot – Engaging With Generation X
• **Virtual Workshop:** Change Management For EX

April 2020 – June 2020

• **Council-Exclusive Webinar:** Future-Proofing Your EX Strategy
• **Member Panel:** Early 2020 Wins
• **Council Exclusive Webinar:** Executive Storytelling: Before And After Employee Journeys

*Topics and timing of future virtual meetings are determined by our members’ priorities and published six months in advance.*

MEMBER MEETINGS

In-person, advisor-facilitated working sessions with peers and analysts. Plan now to attend the Employee Experience Cohort’s most important events.

Spring member meetings

• Boston, MA, February
• San Francisco, CA, March
• Chicago, IL, April
• Sydney, AU, April
• London, UK, May
• New York, NY, June

Fall member meetings

• Singapore, September
• London, UK, November