



THE MWF METHODOLOGY: A NEW MODEL FOR OPTIMIZING THE EMPLOYER/EMPLOYEE RELATIONSHIP EXPERIENCE

PIONEERED BY THE CAASITECH GROUP

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The Employee Experience has undoubtedly become the most promising competitive advantage that organizations can create. What used to be the greatest motivation for employees—their paycheck—has become so unimportant as employees turn their focus towards jobs that are flexible, stable, and provide learning and career growth opportunities for them both in the long and short run. A combination of all these creates what has been denominated as the **Employee Experience**.

Organizations are all looking for ways to create and maximize this experience for their employees to keep them motivated and drive performance. Organizations have so far failed to consider that employers must always ensure employees' alignment with the vision and goals of the organization. This highlights the importance of introducing the concept of **Employer Experience**.



The **Employer Experience** is thus the way an organization's operations align with its vision and strategic goals and how these goals are achieved. As employees derive all the satisfaction they need from their jobs, they must, at the same time, align with the organization's vision and goals to meet the end results of business sustainability.

Figure 1
MWF Trainees



The MWF methodology thus seeks to explain the factors organizations should adopt to optimize and sustain this relationship. When this is done, both the employer and the employee can maximize their interests.

The interaction between the Employer Experience and Employee Experience will result in an overall general Experience denominated in the MWF Methodology as the **Employer/Employee Relationship Experience**.

This brief presents a framework known as the **Modern Workforce (MWF) Methodology**, pioneered by Caasitech Group. This methodology explores the relationship experience between the employer and employee. Our methodology intends to empower organizations with a framework for sustaining and transforming their workforce to meet contemporary workplace challenges and transformations.

Contemporary workplace challenges and transformations are enormous and can be viewed from the perspective of the employee and then from the perspective of the employer.

From the employee perspective, we can say that, nowadays,

1. Employees desire greater choice and flexibility in their jobs.
2. They want access to personalized learning and increased autonomy.
3. They fear their skills may not match future work demands in AI and automation.
4. Sense of stability and an ability to work on personally meaningful projects.
5. They seek information on company culture, career growth, and diversity.

THE MWF METHODOLOGY FRAMEWORK

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At the core of the MWF methodology are the generational mixture of a workforce in each era and the environmental setup of every given workplace. This methodology portrays that, once organizations set up the right **environment** and consider the **generational mix** in the workforce at any given time, these organizations are well prepared for any disruptions occurring or that may occur in the business environment—technological, environmental, ethical, etc. What is more, this phenomenon exists regardless of the industry. These are the two core tenets of the MWF methodology.

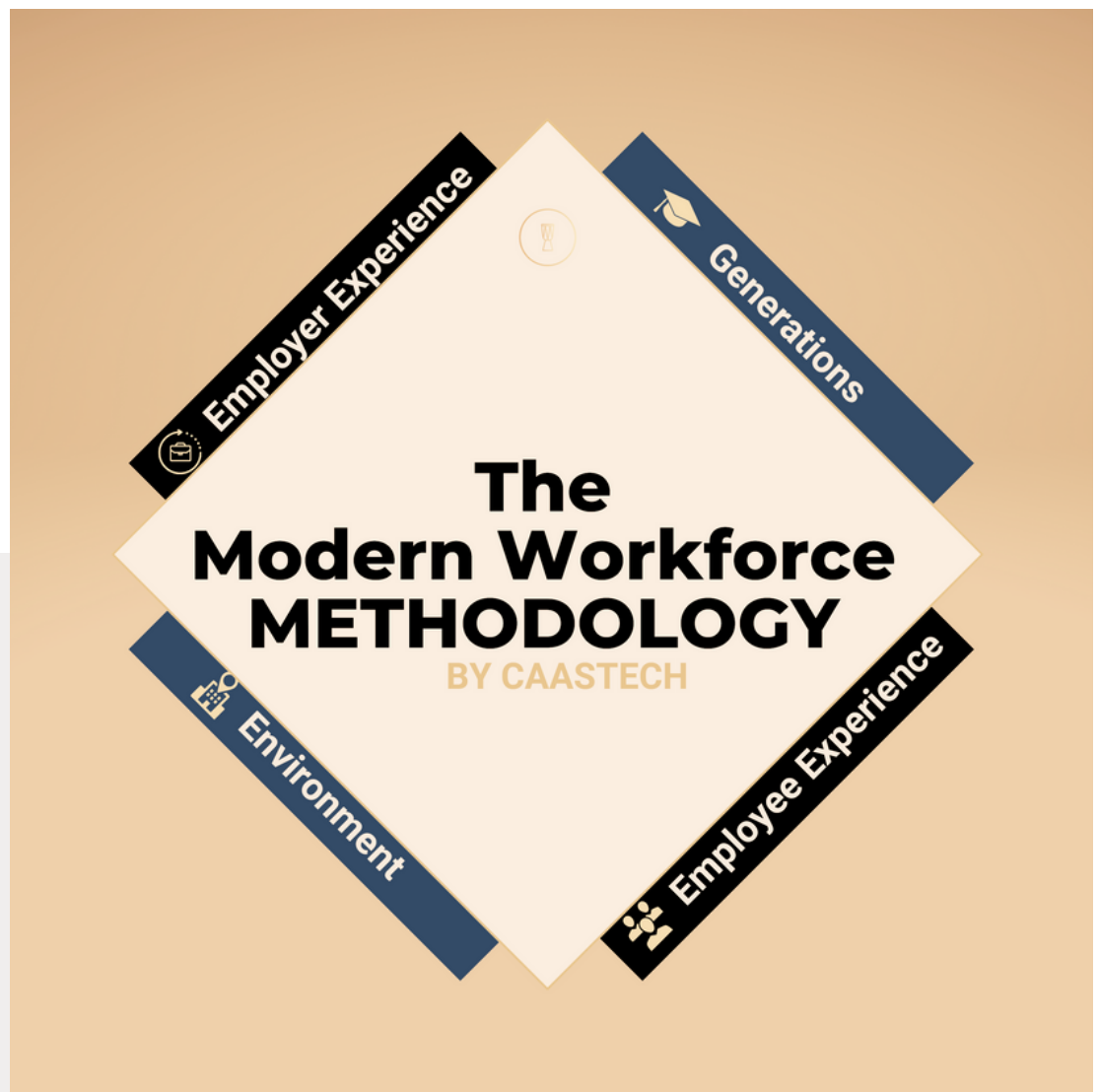


Figure 2

The MWF Rhombus

Adequately adopting these four aspects is what will optimize the employer-employee relationship experience, according to the MWF methodology.

WHY GENERATIONS MATTER

Maintaining a cohesive, multigenerational workforce has become the foundation of success for both small and large corporations. You need to understand the diversity of your employees and apply strategies to divert conflict between them. The MWF Methodology explains that, if you tap into the potential of this multigenerational diversity, you will create a more productive, collaborative, and innovative work environment.

What exposes generational differences in a workforce is the **workstyles** of employees, which keep changing as we transition from baby boomers to Gen X, to Millennials, and so forth.



Figure 3
Generational mix

When employers understand these, they are able to match typical work ethic attributes to various generations, match attributes of communication styles to each generation in the workforce, match generations making up the workforce to the expectations of authority, match learning types and information gathering to various generations, recognize strategies related to flexibility and choice, as well as recognize strategies related to inclusivity and cohesion when managing a multigenerational team.

The key to achieving the aforementioned is to adopt a personal approach to employee management using **PERSONAS**.

It is important to approach employees on their own terms, focusing on their individual positive attributes and strengths and how they contribute to the overall team, rather than on broad generic or sanitized measures of productivity that eliminate a personal approach to talent management.

According to research from the ADP Research Institute, that kind of personally tailored specificity might address a critical challenge by removing the skepticism of workers that they have a clear and fair path for career advancement in their jobs. Asking employees to quantify and detail the attributes and strengths that they feel make them successful in their current roles, soliciting their ideas on future roles they'd like to pursue, and perhaps discussing these ideas in the context of broader industry career trends can help build feelings of individual attentiveness and connection that are currently lacking (1).



Employee training has become paramount, and tackling employee training is no small task, but positioning training and development as a strategic goal will help employees meet their growing desires to join, see, and get reward in the changing work—and put organizations that prioritize it in the strategic point (2).



Figure 4
Caasitech Recruit

Figure 5
Smiling Worker



THE MWF EMPLOYEE EXPERIENCE: ENVIRONMENT

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A positive work environment is vital for the success of all companies, from small businesses to large corporations. Dissatisfied employees are less productive than their satisfied counterparts, so whether you manage small or large teams, you should place emphasis on maintaining a convenient environment around the workplace.

Getting a wonderful experience in the workplace does not always happen by accident. The employer must make specific decisions about the experience they want and design this experience with the goal of making employees feel in a specific way.

The MWF methodology distinguishes numerous aspects of the employee experience environment: the digital environment, the cultural environment, the physical environment, the collaborative environment, and even the ethical environment, and this list is not exhaustive.

The digital environment: This is grounded in an organization’s ability to innovate and easily adapt to the use of evolving technologies. As quoted by Sukant Ratnakar, “our future success is directly proportional to our ability to understand, adopt, and integrate new technology into our work.” This statement holds immense importance.

The physical environment: How does your physical workspace make you feel? Are you excited, or do you feel as if you are walking into a hospital or prison? The physical workspace is what you can see, feel, and touch. It is the art that hangs on the walls, the office floor plan, and the demographics of the people we work with (old, young, diverse, etc.). Organizations must design their environments in a way that makes employees “want” to come to work rather than “need” to come to work.



*Figure 6
The lab*

The cultural environment: This is the “vibe” you get when you walk into an organization, its mode, and the tone that the workplace sets. It is the leadership style, the sense of purpose employees feel, and the organizational structure. This is one of the most important aspects of designing the MWF employee experience environment.

THE BIGGER PROBLEM

Successfully applying the generational and environmental aspects of this methodology is not enough to ensure business sustainability because of the following:

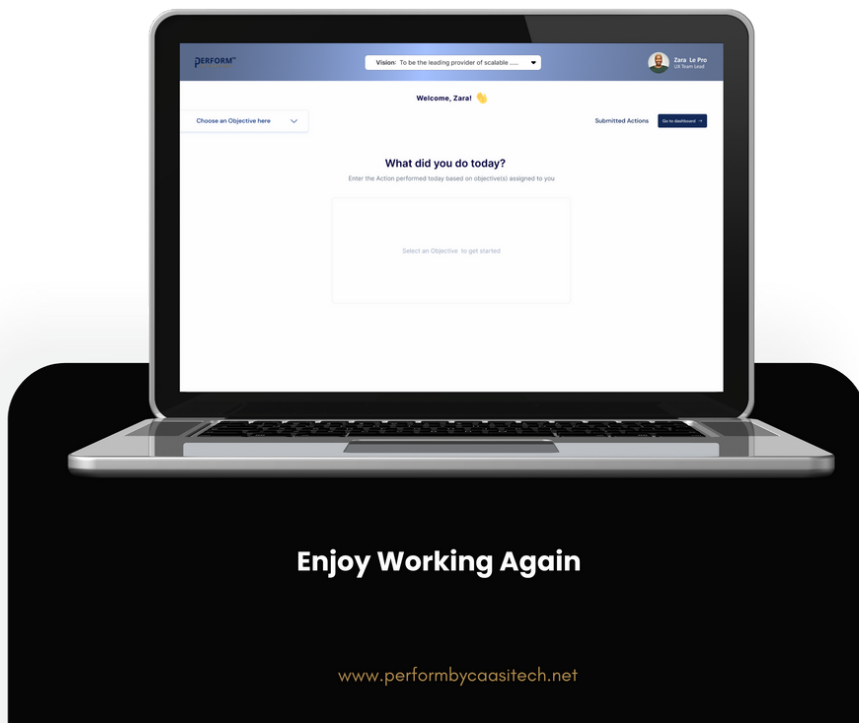
- Most organizations do not have the ability to properly track and monitor their strategic direction.
- Organizations make decisions based off inaccurate information because they lack deeper insights
- Organizations lack the ability to predict performance barriers for their people and tools used
- Organizations do not fully understand why employees are unproductive, demotivated and disengaged from their jobs.
- Hiring and retaining the right talents is a growing challenge to all organizations.





COMING SOON

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