

Architecting the Employee Experience & Employer Brand

Connecting Internal Culture to External Talent Attraction in Modern Enterprises

Dates: October 14 – 16, 2026 **Duration:** 3 Days (Residential / Non-Residential) **Target Audience:** Mid-Career HR Professionals

PROGRAM CONTEXT & CORE THEME

In today's highly dynamic talent marketplace, employer branding can no longer be driven solely by external marketing campaigns or recruitment advertising. The modern employer brand is authentic, transparent, and fundamentally shaped by the daily **Employee Experience (EX)**. What employees experience inside an organization directly impacts performance, retention, advocacy, and ultimate market reputation.

This intensive 3-day executive program bridges the gap between organizational design, internal culture, and strategic talent brand management. Designed specifically for mid-career HR leaders, HR Business Partners, and Talent Acquisition Strategists, the curriculum provides practical frameworks to design end-to-end employee journeys that seamlessly translate into a powerful market presence.

Core Value Proposition

Transform your HR strategy from tactical talent management into a strategic growth driver by aligning modern Employee Experience (EX) touchpoints with a compelling, authentic Employer Value Proposition (EVP).

WHO SHOULD ATTEND

Mid-Career HR Business Partners Looking to align business goals with employee journey mapping and culture transformation.	Talent Acquisition & Branding Leaders Aiming to build authentic EVPs backed by genuine workplace culture and retention strategies.
People & Culture Managers Focused on employee engagement, retention programs, digital HR tools, and workplace experience design.	HR Operations & L&D Specialists Seeking structured methodologies to redesign onboarding, performance management, and continuous learning.

PROGRAM ARCHITECTURE (3-DAY OUTLINE)

DAY 1: Foundations of Employee Experience (EX) & Journey Mapping

- **Module 1:** The Strategic Shift from Engagement to Experience (EX Canvas & Frameworks)
- **Module 2:** Mapping the Critical Employee Milestones (Attract, Onboard, Develop, Retain, Exit)
- **Module 3:** Design Thinking in HR: Identifying Friction Points & Moments That Matter
- **Module 4:** Technology, Workplace Design, and Digital Touchpoints in EX

DAY 2: Crafting & Activating the Employer Value Proposition (EVP)

- **Module 1:** Translating Internal EX into an Authentic Employer Brand
- **Module 2:** Defining Your EVP Framework: Purpose, Culture, Rewards, and Opportunity
- **Module 3:** Employee Advocacy & Storytelling: Leveraging Internal Champions on Social Channels
- **Module 4:** Data-Driven HR: Measuring EX and Brand Reputation Metrics (eNPS, Talent Funnel, Glassdoor Analytics)

DAY 3: Execution, Leadership Alignment & Future-Proofing

- **Module 1:** Aligning Leadership, Managers, and Culture with Brand Promises
- **Module 2:** Employer Brand Crisis Management and Managing External Employer Reviews
- **Module 3:** Action Learning Workshop: Building an EX & Employer Brand Action Plan for Your Enterprise
- **Module 4:** Panel Discussion & Capstone Project Presentation

KEY LEARNING OUTCOMES

Strategic EX Alignment

Master journey mapping to diagnose friction points across all employee touchpoints.

Authentic EVP Creation

Develop a differentiated Employer Value Proposition rooted in real culture.

Data & ROI Analytics

Track metrics like eNPS, cost-per-hire, candidate conversion, and retention ROI.

PEDAGOGY & LEARNING FORMAT

- **Interactive Case Studies:** Real-world scenarios from leading global and Indian corporate brands.
- **Design Thinking Labs:** Hands-on tools and templates to map employee journeys.
- **Peer Learning:** Collaborative group exercises with cross-industry HR peers.
- **Action Plan Development:** Walk away with a concrete 90-day execution framework for your firm.

About Goa Institute of Management (GIM)

Established in 1993, **Goa Institute of Management (GIM)** is among India's premier business schools, highly acclaimed for academic rigor, innovative executive education, and leadership development. Accredited by **AACSB** and approved by AICTE, GIM consistently ranks among the top B-schools in India (NIRF ranked). GIM's Management Development Programs (MDPs) empower working professionals with cutting-edge tools, strategic insights, and practical frameworks to solve real-world business challenges.

30+ Years

Excellence in Management Education

AACSB

Globally Accredited Institution

Top Tier

NIRF Ranked B-School in India

Program Administration & Venue

Dates: October 14 – 16, 2026

Venue: Executive Education Block, GIM Campus, Sanquelim, Goa

Format: 3 Days Intensive (Residential / Non-Residential Options Available)

Registration Info

Early Bird Deadline: September 20, 2026

Group Nominations: Special discounts available for 3+ delegates from the same organization.

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