



BurnBright Advisory

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INSIGHT INTELLIGENCE

Employee Journey Canvas™

Mapping the Full Employee Experience, Stage by Stage

Prepared for:	[Client / Organisation Name]
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INSIGHT LAYER

ZONE 1 • HERO SECTION

Employee Journey Canvas™

The Employee Journey Canvas™ maps the full employee experience across seven stages — from recruitment through to exit — producing an Employee Experience Map™ that reveals where the journey is strong, where it breaks down, and where leadership attention is most needed.

Estimated completion time: 90 minutes as a senior team, ideally with input from at least one employee at each career stage represented.

Leadership competencies developed: employee experience design, cross-functional systems thinking, evidence-informed people decisions.

ZONE 2 • DASHBOARD PANEL (CONTEXT)

Why It Matters

Most organisations manage each stage of the employee journey separately — recruitment owned by talent acquisition, onboarding by HR operations, development by L&D, exit by whoever happens to conduct the exit interview. No one owns the whole journey, so breakdowns at the seams between stages go unnoticed until they show up as disengagement or attrition.

The seams matter more than the stages

The handoff moments — onboarding to development, performance to career growth — are where most employee experience fails silently. This canvas deliberately asks about transitions, not just stages.

Leadership Intelligence Framework

The canvas covers seven stages of the Employee Experience Map™:

- ◆ Recruitment — how candidates experience the hiring process
- ◆ Onboarding — how new hires experience their first 90 days
- ◆ Development — how employees experience ongoing growth and learning
- ◆ Performance — how employees experience feedback and review
- ◆ Career Growth — how employees experience progression opportunities
- ◆ Retention — what keeps people, and what nearly makes them leave

- ◆ Exit — how people experience leaving, voluntarily or otherwise

ZONE 3 • FRAMEWORK CANVAS

The Canvas

For each stage, note the current experience in a few words — not a full sentence. Aim for a map you can see at a glance.

1. Recruitment <i>Candidate experience of hiring</i> 	2. Onboarding <i>First 90 days experience</i> 	3. Development <i>Ongoing growth & learning</i>
4. Performance <i>Feedback & review experience</i> 	5. Career Growth <i>Progression opportunities</i> 	6. Retention <i>What keeps people / nearly loses them</i>
7. Exit <i>How people experience leaving, voluntarily or otherwise</i> 		

Seam Check

For each transition between stages, rate the handoff quality (Strong / Adequate / Weak):

Transition	Handoff Quality	What Would Improve It
Recruitment → Onboarding		
Onboarding → Development		
Development → Performance		
Performance → Career Growth		
Career Growth → Retention		

ZONE 4 • REFLECTION PANEL — AI LEADERSHIP COACH

AI Leadership Coach

Reflection prompt

“Here is my completed Employee Journey Canvas: [paste]. Which transition between stages looks weakest, and what's one root cause worth exploring?”

Coaching conversation prompt

“Walk me through a structured reflection on the last employee who left our team — which stage of this journey do you think mattered most in their decision?”

ZONE 5 • IMPLEMENTATION ROADMAP

Implementation Guide

Quick Wins

- ◆ Share the completed canvas with the senior team and agree the single weakest seam

30-Day Plan

- ◆ Interview two or three employees currently at the weakest seam's stage to validate the gap

90-Day Roadmap

- ◆ Design and pilot one specific change to the weakest transition, with a named owner

12-Month Integration Strategy

- ◆ Re-run the full canvas annually as part of strategic people planning, and track seam quality over time

ZONE 6 • BENCHMARK WIDGET

Dashboard Metrics

This canvas primarily informs Employee Engagement and Organisational Health, and contributes context to Retention Risk.

ZONE 7 • RELATED INTELLIGENCE PANEL

Related Resources — Learning Pathway

← Previous: Culture Pulse Assessment™ (broader culture context for this canvas)

→ Next: Engagement Improvement Framework™ (acts on the weakest stage identified here)

Also related: Leadership Behaviour Review™, Employee Retention Guide™

ZONE 8 • ACTION TRACKER

Action Tracker

Use this table to track follow-through after the canvas session:

Action	Owner	Due Date	Status
[e.g. Pilot new onboarding buddy system]	[Name]	[Date]	[Not started / In progress / Done]
[]			
[]			

— End of Employee Journey Canvas™ —