

EXECUTIVE SUMMARY

The team at HERE is preparing to launch its newest human resource (HR) initiative called My P.A.T.H. at HERE. The program is designed as an improvement from the previous programs by providing an “umbrella” that unifies current and future initiatives. The objective of the program is to support employees at every stage of their lives and careers. By introducing My P.A.T.H. at HERE, the company aims to improve employee satisfaction, engagement, and retention. This is particularly important given the current workforce climate, where burnout and quiet quitting are becoming more common. While HERE has implemented programs to support employees for years, they lack alignment and visibility. As a result, employees who are meant to benefit from these programs are not fully aware of them. Thus, engagement with the program was low, and the program's impact was not optimal. The team aims to utilize a central platform or communication tool to close the awareness gap.

The purpose of this study is, therefore, to identify the aspects that can enhance awareness and participation in the My P.A.T.H. at HERE program among employees. Insights from qualitative interviews with seven employees across various departments suggest that information about HR programs is received through several channels, resulting in a scattered information landscape and inconsistent messages among employees. Regarding engagement, many employees indicated that their busy schedules and competing priorities limit their participation in HR programs. Additionally, some employees expressed feelings that the simultaneous initiatives create more of a burden rather than acting as supportive resources. Effective communication about the programs is crucial for establishing their relevance. Moreover, managerial support greatly impacts employee engagement in HR initiatives.

This research concluded that for My P.A.T.H. at HERE to succeed, it must offer a meaningful and safe experience through appropriate channels, respecting employees' capacity to ensure availability. The author suggests using existing communication tools to implement the program and prevent overwhelm. By



aligning the program with these frameworks and incorporating employee insights, HR can create a clear strategy to position My P.A.T.H. as the preferred resource for employee support, enhancing individual needs and organizational cohesion.