S2P1-1: Engagement Experience Map – Example

Purpose:
Visualise how engagement is created (or damaged) through real events and leadership behaviours — showing what people remember, why it mattered, and what it triggered.

Example: Customer Service Team – Last 12 Months

Month	Triggering Event	Leadership Action	Perceived Response	Impact on Engagement
Feb	Surprise restructure	Late-stage announcement, no consultation	Shocked, betrayed, unsure of future	▼ Major dip
Mar	1-on-1 listening sessions	Senior leader held open forums	Cautious optimism, felt heard	▲ Slight recovery
May	New metrics rolled out	No context shared, targets felt unrealistic	Distrust, "just another number"	▼ Drop
July	Staff-led improvements trial	Approved and promoted frontline suggestions	Pride, belief in change	▲ Big lift
Sept	Survey ignored again	No follow-up on engagement feedback	Disillusionment, "waste of time"	▼ Sharp decline
Nov	Peer recognition system launched	Celebrated team wins in team meetings	Appreciation, positive vibe	▲ Gradual build

Visual Format (optional for presentation)
- **Timeline view** with arrows showing direction of engagement
- **Emotional signal line graph** (similar to a stock price)
- Tags for "Leadership Action", "Triggering Event", "Inflection Point"

Usage Notes:
- Gather insights from interviews (S1P1-3) and historical survey comments
- Builds the case for why *engagement is experienced, not declared*
- Sets the emotional context for launching an ARP-based system (S2)

Action-Response Principle (ARP)

Ref:S2P1-1