



THE RETURNER JOURNEY

- The returner journey map

The returner journey map

A journey map is a visual representation of the experience your returner will have with you. It tells the story of the returner's experience with your business and helps to ensure that it is positive across all stages of the process.

The returner journey map will help you to step inside the shoes of the returner and see the experience from their perspective. Importantly, it may help you to unearth the 'moments that matter'. These are transformative snippets of time that have a lasting emotional impact on how individuals feel, influencing their relationship with their peers, managers and employees.

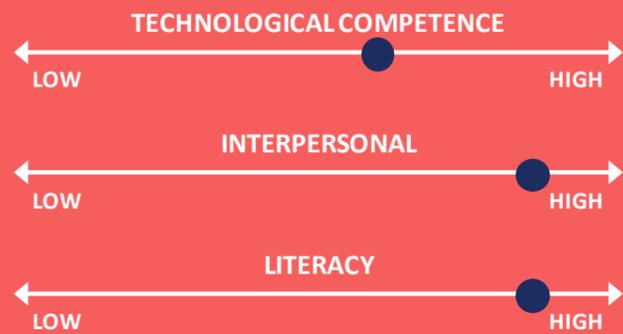
A sample returner journey map can be found on the next page. Use this journey map and tailor it to the returner journey with your business, or work with your reference group and returners to develop your own.

Meet Sophie



AGE: 37
STATUS: Married
PERSONALITY:
 • Thoughtful
 • Reliable
 • Funny
 • Intuitive
 • Quiet
 • Kind

SKILLS



BIOGRAPHY

Sophie has been out of the workforce for four years, during which time she has been raising her two children. Prior to this, Sophie was a mechanical engineer and worked for a global engineering company. Sophie feels that she is now ready to re-enter the workforce.

"I feel privileged to have taken the time to raise my children, but I am now ready for my next challenge"

CONTACT SOPHIE



RETURNER PATHWAY

