EX Website: Homepage

Header image

* + Homepage Header Image

Website name

* + TBD

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**Section 1**

Intro paragraph

* + Created with the ultimate goal of reaching the 90th percentile in workforce engagement and leading the journey to become a Great Place to Work, our mission from day one has been to cultivate exceptional experiences for our team members to ultimately improve the health and quality of life for the people and communities we serve. Our vision is to deliver a world-renowned team member experience, drive a culture of innovation, inclusivity and well-being to empower our team members to redefine the future of health care.

This site was created to be a tool for our team members. From trainings and resources to events and recognition, this page tells the story of who we are as the Experience Strategy team, and demonstrates how our influence reaches all the corners of the organization.

CTA: Learn more about our engagement journey (link to Engagement Journey Page)

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**Section 2**

Tabs section

* Growth & Empowerment
  + Photo : “Growth and Empowerment”
  + Copy: We are partners in influencing change and decision making. All team members feel psychologically safe and are empowered to contribute what is needed to achieve our mission.
  + CTA: Strategic Design and Education (link Strategic Design & Education subpage)
* Listening
  + Photo: Listening
  + Copy: We lead with curiosity and we are always listening to each other. Together, we leverage our collective voice to co-create the best work experience.
  + CTA: Listening & Insights (link Listening & Insights subpage)
* Well-being
  + Photo: “Wellbeing”
  + Copy: Together we focus on the total well-being of our team members, we create a humane and inclusive environment, where we are all better for working here.
  + CTA: Engagement Journey (link to Engagement Journey page)
* Lifelong Affinity
  + Photo: “LifelongAffinity”
  + Copy: Team members are lifelong Northwell Health champions, both internally and externally. We are proud to work at Northwell. We recommend Northwell as the best place to work and receive care.
  + CTA: Lifelong Affinity (link to Engagement Journey page)

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**Section 3**

Top Resources (Renamed from Popular Content)

* Workforce engagement survey – results
  + Photo "ITookTheSurvey”
  + Title: Engagement Survey Results: What our team members are telling us
  + Copy: Each year we dig deep when analyzing our survey data to better understand what our team members are experiencing and where we need to focus our improvement efforts. With all of the data we receive, we are able to understand what we do well and what we need to do better, as well as which team member populations are experiencing challenges.
  + CTA - View our most recent executive overview of Northwell engagement results (PDF: 2020 Northwell Health Overall for Distribution)
* Workforce engagement survey – action planning
  + Photo: “ImprovementPlanning
  + Title “Improvement Planning: Co-creating our experience”
  + Copy : Not only are we deeply committed to listening to our team members, but we also strive to empower them to share their challenges and, most importantly offer up the solutions to those challenges. This creates the ownership needed to make these solutions successful, strengthen our culture of continuous improvement and create a great work experience for all.
  + CTA- Click here for more information about the improvement planning process at Northwell (PDF: ED Training-Module 3- Improvement Planning)

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**Section 4**

* Popular Content section (Renamed from Top Resources)
  + Survey results training
    - Video
    - Engagement Survey Basics
    - Whether you a new leader and it’s your first survey cycle, or you’re a seasoned veteran looking to refresh your knowledge on key terms and survey basics, we’ve got you covered. This module focuses on the basics of our annual Workforce Engagement Survey and how you can start to understand and interpret your results.
    - CTA: View the module here (PDF: Module 1)
  + 2020-2021 Great Place to Work Application (PDF)
    - Photo: Fortune 100 Celebrations
    - Copy: Take a look at our 2020 Great Place to Work application where we go into detail about the ways Northwell has supported and cared for our team members and communities during the Novel Coronavirus pandemic.
    - CTA: 2020 Application (PDF 2020 Northwell Health Great Place to Work Application)
  + Innovation Challenge – submit your application
    - Photo: “Innovation Challenge”
    - 2021 Innovation Challenge: finding the next big idea
    - For us, innovation doesn’t only come from researchers or leadership – big ideas can be found across our growing health system each and every day. That’s what the Innovation Challenge is all about.
    - **CTA:** You can learn more about the 2021 Innovation Challenge by visiting Idea Lab. (Link: [**https://ideas.northwell.edu/ic2021**](https://ideas.northwell.edu/ic2021)

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**Section 5**

* Our Team
  + Headline: Our team
  + Copy: As the Experience Strategy Team, we are a collection unique individuals unified with the common goal of creating the best experience possible for our team members. We strive to be innovative, break the mold, and create experiences to develop, empower and recognize our team members.
  + Photo
  + CTA: Meet the whole team (link to Our Team page)
* Social
  + Headline: Social
  + Copy: Stay connected with our team members throughout the organization by checking in on or joining the Northwell Life Facebook group.
  + Photo: Social
  + CTA: Join the group today (https://www.facebook.com/groups/northwelllife)