



A TWO-DAY MASTERCLASS WITH BEN WHITTER

The Employee Experience Strategist Masterclass

Turn scattered HR initiatives into one employee experience strategy, from pre-hire to retire.



22–23 November 2026



10:00–17:00, both days



Le Méridien Cairo Airport



THE CHALLENGE

Most employee experience work improves one part of the organization and hopes the rest will follow.

Onboarding redesigns, pulse surveys, wellbeing programs, journey maps: each can be good on its own. Yet employees often describe the same experience as before, because the organization around those initiatives has not moved.

This masterclass gives HR one lens for the whole experience, and a method for deciding where to act first.

01 You are accountable for an experience you do not fully control.

02 Your evidence is weaker than your ambition.

03 Every stage has an owner, but no one owns the journey.

AUDIENCE

Who should attend

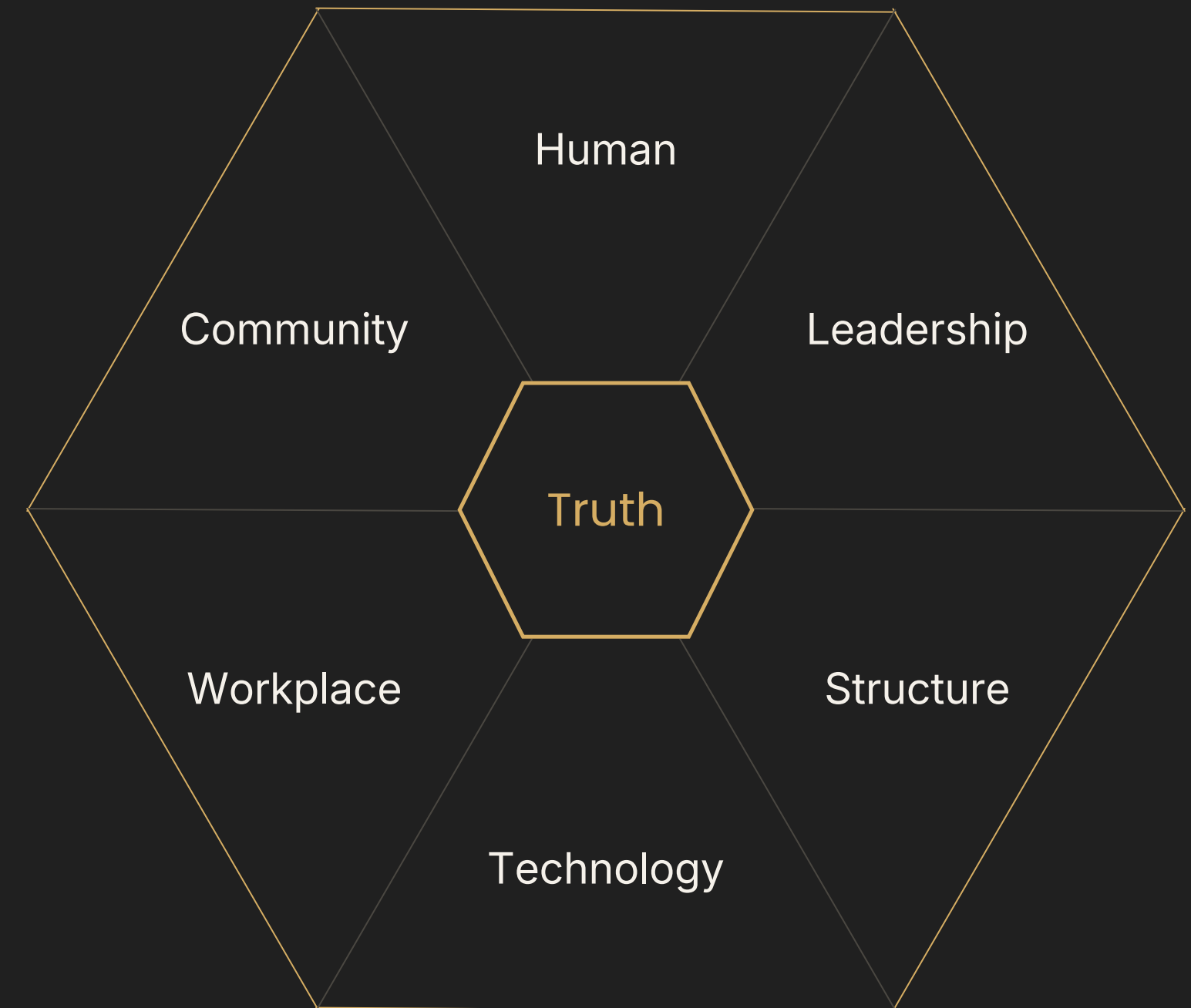
For strategic leaders and experienced practitioners with responsibility for employee experience.

- 01 CHROs and HR directors shaping the people agenda.
- 02 Employee experience and people strategy leaders.
- 03 Culture, engagement and organizational development leaders.
- 04 Employer brand and talent leaders connecting the employee journey.
- 05 Senior HR business partners leading organizational change.
- 06 Experienced HR practitioners responsible for putting strategy into practice.

THE METHOD

See the organization the way your employees do.

The Holistic Employee Experience (HEX) model reads the organization through six connected elements. Experience improves when all six move together and stay consistent with the **truth** at the centre: what the organization actually is and does, as employees live it.



WHAT YOU LEAVE WITH

A clearer basis for
your EX strategy

Work on the priorities that matter to your organization.

01 Identify gaps in your organization using the six HEX elements.

02 Explain the business value of EX to your CEO using Return on Experience.

03 Choose experience-design tools for the employee lifecycle.

04 Identify the moments that matter and decide where to act first.

05 Align culture, leadership behaviour and employer brand.

06 A first draft of your organization's EX priorities.

THE PROGRAM

Two days, six modules

DAY 1 Sunday 22 November Diagnose and design	01 The HEX lens What holistic employee experience means, and why it is HR's strategic agenda.	02 What strong people organizations get right How purpose, mission and values become daily practice, and why trust and truth test leadership.	03 HR as experience architects The tools and techniques HR teams use to design high-performing people teams.
	04 The Human Manifesto Finding and designing the moments of meaning that shape how people experience work.	05 From pre-hire to retire Engaging every stakeholder across the lifecycle, for today's mix of on-site, hybrid and flexible work.	06 One organization, one story One brand story inside and outside, and Return on Experience as a business case leaders will back.

10:00–17:00 each day · A balance of input, case discussion and exercises

YOUR FACULTY

Ben Whitter

CEO, HEX Organization · Founder, World Employee Experience Institute

Ben developed the Holistic Employee Experience (HEX) model and is the author of Employee Experience, Human Experience at Work and Employee Experience Strategy.

Recognized by Thinkers50 among the world's top management thinkers

Named one of HR's Most Influential Thinkers by HR Magazine

Voted onto Global Gurus' top 30 keynote speakers on organizational culture

Has presented his ideas to audiences in more than 40 countries



IN OTHERS' WORDS



Ben Whitter is not called 'Mr Employee Experience' without good reason. He pioneered the concept. Employee experience, along with Amy Edmondson's related concept of psychological safety, may prove to be the most profound management idea of all.

Thinkers50

Employee Experience has never been more challenging or important. Ben Whitter offers pragmatic tips and tools as well as compelling EX research.

Stuart Crainer · Co-Founder, Thinkers50

Ben's book is a great overview of this expanding market, and all the issues we face. Employee experience is not a project, it's a never-ending journey – one which can make your company, your team, and your people more energized than ever. Thank you Ben for pushing this space forward, it's one of the most important investments organizations can make in the years ahead.

Josh Bersin · HR Thought Leader

TWO WAYS TO ATTEND

VIP

USD 750 per participant

-  Round-table seating
-  Lunch and two coffee breaks, each day
-  Exclusive private boardroom lunch with Ben
-  A copy of Employee Experience Strategy
-  HEX Institute certificate included, plus a NEXUS certificate of attendance
-  Free parking pass: airport access toll and hotel parking

Reserve VIP

Standard

USD 400 per participant

-  Classroom seating
-  Brunch and two coffee breaks, each day
-  NEXUS certificate of attendance. HEX Institute certificate optional, for an additional USD 100
-  Paid parking pass: airport access toll payable by the participant

Reserve Standard

Early executive-team invitation until 5 November: register one place and receive a second place in the same tier as our guest.

THE ESSENTIALS

Everything you need to plan

	Sunday 22 – Monday 23 November 2026
	10:00–17:00, both days
	Le Méridien Cairo Airport
	In-person, open-enrolment masterclass
	Delivered in English

TERMS

30 days or more	Full refund, minus a 5% admin fee
15 to 29 days	50% refund
14 days or fewer	No refund. Substitutes are still welcome.

Cancellation periods are counted before the start date. Registration is confirmed on full payment or an approved corporate purchase order. Substitutions are free. NEXUS may adjust speakers or venue due to unforeseen events; in case of force majeure, registrations transfer to a future date or program. Offers apply one at a time and cannot be combined.



Reserve your place

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22–23 November 2026 · Le Méridien Cairo Airport

Register by 5 November to receive a second place in the same tier as our guest.



Scan to enquire



REGISTER

gotonexus.com



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