

# **THE POWER OF LEARNING: BUILDING BELONGING THROUGH HUMAN CONNECTION IN A DIGITAL ERA**

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## My Story Of Belonging: Local & Global

-  20 years leadership experience across Customer & Employee Experience roles within aviation, travel-tech, luxury retail and government agencies.
-  My journey started with Singapore Airlines, and my career has taken me from 40,000 feet to Boardrooms, leading and scaling global brands.
-  Dubai | Abu Dhabi | Saudi Arabia | New York | Montreal





# WHAT IS BELONGING?

**WHAT DOES IT  
MEAN TO  
TRULY BELONG  
AT WORK?**



**FEELING VALUED**

**FINDING PURPOSE**

**RECEIVING RECOGNITION**

**FEELING SEEN**

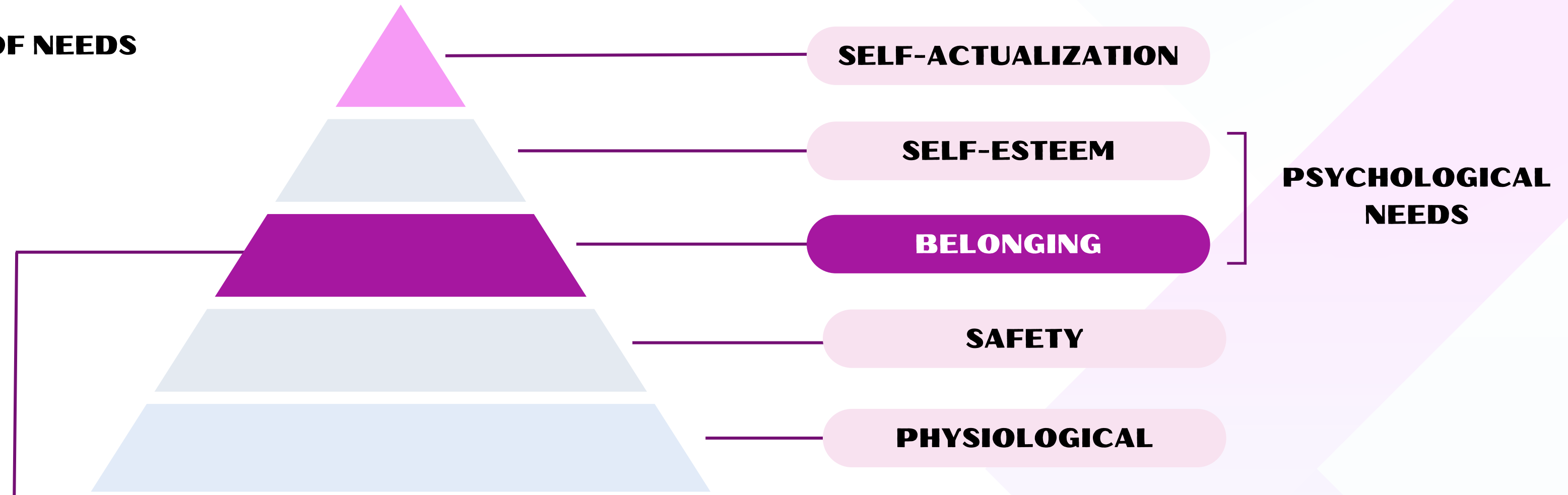
**COMMUNITY SUPPORT**

**SENSE OF CONNECTION**





# MASLOW'S HIERARCHY OF NEEDS



## THE 4 P's of BELONGING AT WORK



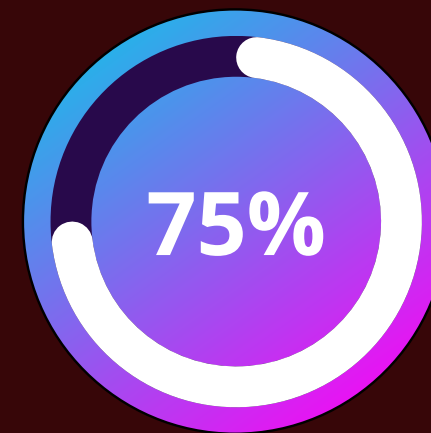
## WHEN EMPLOYEES FEEL LIKE THEY BELONG ...



**IMPROVED JOB  
PERFORMANCE**



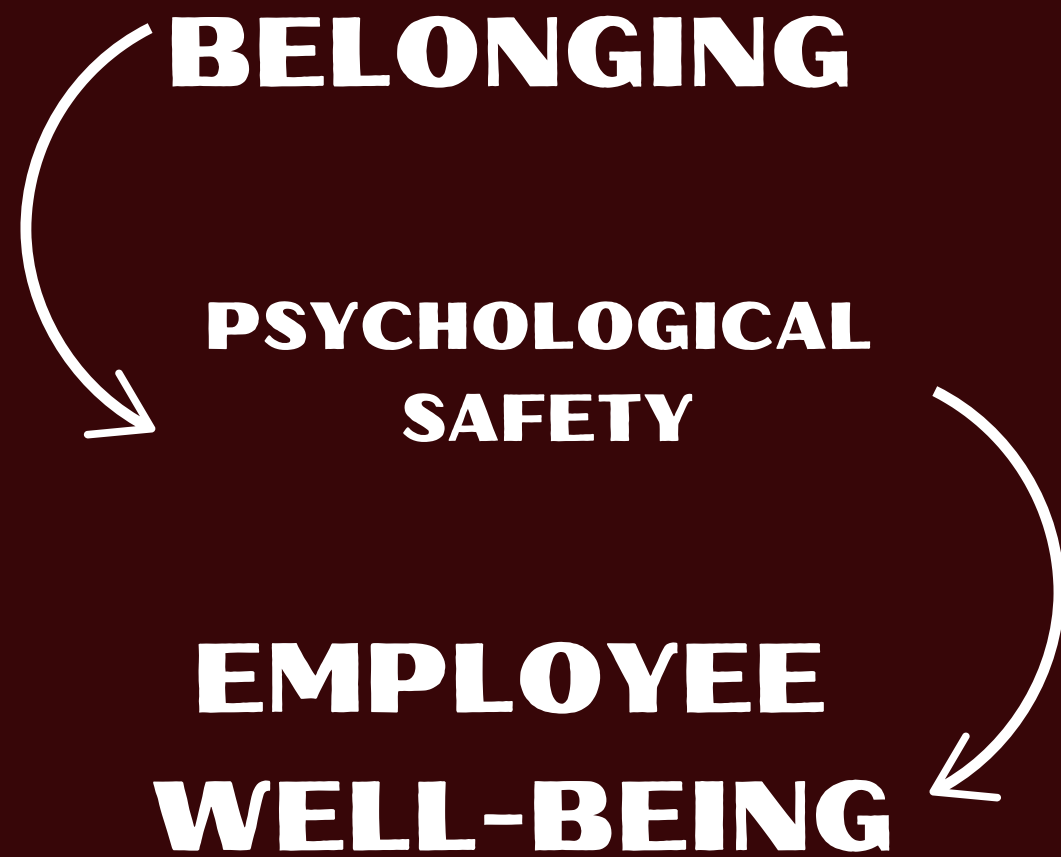
**LOWER  
TURNOVER RISK**



**REDUCTION IN  
SICKNESS DAYS**







**REDUCTION IN SICKNESS DAYS**





**BABY BOOMERS**  
(BORN 1946-1964)



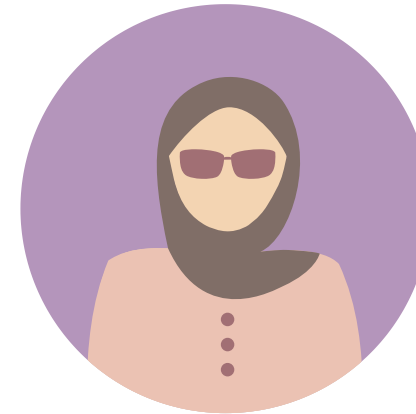
**STABILITY**  
**RESPECT**  
**RECOGNITION**

**GENERATION X**  
(BORN 1965-1980)



**AUTONOMY**  
**FLEXIBILITY**  
**BALANCE**

**MILLENNIALS**  
(BORN 1981-1996)



**PURPOSE**  
**COLLABORATION**  
**FLEXIBILITY**

**GENERATION Z**  
(BORN 1997-2012)



**INCLUSION**  
**DIVERSITY**  
**GROWTH**

← **MENTAL HEALTH** →

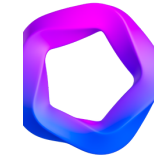


**S\$16 BILLION A YEAR**  
**2.9% OF SINGAPORE'S GDP**

**THIS IS A RESULT OF ABSENTEEISM,  
REDUCED PRODUCTIVITY AND  
THE USE OF HEALTHCARE RESOURCES.**

**SO HOW  
DO WE BUILD  
BELONGING....**





**CREATE A CLEAR & INCLUSIVE CULTURE STRATEGY**



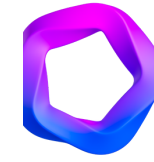
**DESIGN AND BUILD EMPLOYEE EXPERIENCE**



**RECOGNIZE AND CELEBRATE INDIVIDUALS**



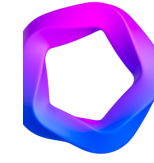
**LEAD 2-WAY CONVERSATIONS IN ALL-HANDS**



**LAUNCH COMMUNITY GROUPS**



**PEER-TO-PEER LEARNING**



**MODEL AUTHENTICITY AS LEADERS**







# BELONGING THROUGH COMMUNITIES.

<b>Able@</b>	<b>Women@</b>
<b>AirPride@</b>	<b>Foreignairs@</b>
<b>Asians@</b>	<b>Muslims@</b>
<b>Arabs@</b>	<b>Parents@</b>
<b>Black@</b>	<b>Trans@</b>
<b>Desis@</b>	<b>Pride@</b>



**THE NEED TO  
BELONG IS INNATE.**



**BELONGING  
THROUGH  
LEARNING.**

**A PEER-TO-PEER  
COACHING PROGRAM**

**200+ COACHES**

**8000 TRAINED IN  
90 DAYS**



**THE POWER OF LEARNING THROUGH BELONGING TAPS INTO THE VERY ESSENCE OF WHAT MAKES US HUMAN - OUR SHARED STORIES, VALUES, AND A CONNECTED PURPOSE.**

**IT'S THROUGH THIS SENSE OF COMMUNITY THAT WE BUILD UNDERSTANDING, EMPATHY, TRUST AND GROW AS A COMMUNITY OF LEARNERS AND LEADERS.**



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**THANK YOU!**  
**LET'S CONNECT.**

