

NEWS BULLETIN

THE HX EDITION



Rehumanising Work. Reawakening Purpose.

HX is not just a trend — it's a strategic shift in how we understand performance, engagement, and culture.

It asks: How does it feel to work here, to lead here, to contribute here?

And what happens when the experience of being human is central to how we design our systems, processes, and strategies?

In This Issue

What is the 'X' in HX?

What HX Focuses On

HX in Practice



Featuring

Resonance- Based Listening



HX is Process-Oriented, People-Led.

While EX (Employee Experience) focuses on satisfaction, policies, and perks, HX moves deeper – into the lived, felt experience of people (humans) within systems. It's not just about surveys. It's about systems that breathe, processes that listen, and cultures that evolve.

What HX Focuses On:

Energetic Culture Mapping

Beyond values-on-walls.

- What's really driving behaviour?
- Where are energy leaks?
- Misalignments?
- Emerging patterns?

Moments That Matter (MTM) Identification

Entry, exit, conflict, contribution, recognition, crisis, HX helps redesign the human journey inside your ecosystem.

Voice of the Human

Focuses on lived truth not just voice of the customer or on employee feedback. HX introduces resonance-based listening loops* that focus on patterns over time and not only snapshots.

Reweaving Purpose Into Process

Realignment of roles, rituals, and recognition structures so humans don't have to leave their truth at the door

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HX in Practice:

HX can be implemented through...

- Culture Audits + Resonance Assessments
- Process re-design with human experience impact mapping
- Pulse surveys that track emotional states, not just checklists
- Purpose Resonance Discovery™ as a baseline entry point
- Leadership reflections + shadow mapping
- Values-in-action accountability practices



Meet Angela James

We are honoured to introduce Angela James as a Trusted Advisor to Defined Dynamics.

Angela's work doesn't fit into traditional boxes. She brings something both subtle and catalytic — a capacity to read resonance, tune into organisational culture, and align purpose at the level of field and frequency. She is the creator of Purpose Resonance Discovery™

Over the past year, Angela has been quietly supporting the core of our work. Her presence and thought leadership ensures that as we evolve, strategically at the same time as being energetically aligned, culturally coherent, and deeply attuned to purpose. Her role within Defined Dynamics is not operational — it is foundational. She holds the frequency of what we are becoming.

Please join us in welcoming Angela — as both field steward, content contributor and fellow traveller on this journey of organisational transformation.

Resonance-Based Listening

A resonance-based listening loop is an intentional process that tracks not just what is being said, but what is being felt, sensed, and echoed through patterns, energy, language, and behaviour – over time.

It's not about collecting one-off feedback or isolated metrics – it's about listening cyclically and contextually, with attention to:

- Tone, language, and emotional texture
- What's said and unsaid
- Emerging themes across time, space, and teams
- How individuals and the system are actually responding, not just reporting

Practical Resonance-Based Listening

A key practice of a Trusted Advisor engages in HX and Resonance-Based Listening in

- Pulse conversations that are short, regular check-ins that ask how people are experiencing the system, not just rating it.
- Theme tracking from leadership circles, coaching feedback, exit interviews, culture practices.
- Listening across silos — to what's consistent, not just what's loud.
- Shadow awareness — noticing where energy drops, disengagement rises, or avoidance patterns form.
- Qualitative resonance reports — identifying “what's in the field” versus just “what's on the page.”



Why Resonance- Based Listening Matters in an HX Culture

In human systems, resonance precedes metrics.

If something doesn't feel right, no amount of data will fix it – until the signal is named and met.

Resonance-based listening loops allow organisations to:

- Anticipate breakdown before it becomes crisis
- Tune into early signals of disengagement or misalignment
- Build psychological safety through being heard in a deeper way

Mark Bayley - Founder and CEO

Angela James - Trusted Advisor and Content Contributor

Book your Discovery Call @ www.defineddynamics.co.za

Is your business ready to embrace HX?

What would this mean for your CX and UX?

Book a Discovery Call today

