



## Process Design in Organizations

**Miraval** *LIFE IN BALANCE* [www.miravalresort.com](http://www.miravalresort.com)

*Miraval is the world's premier destination for helping people bring their lives into balance by learning to live mindfully ~*

I worked with Human Resources and other staff at Miraval as a consultant and facilitator on a Whole Social System Design project to create a Matrix for Replication and Sustainability - for the purpose of moving the Miraval brand of Employee Development, Customer Service and Experience to additional properties.

Steps of this project included:

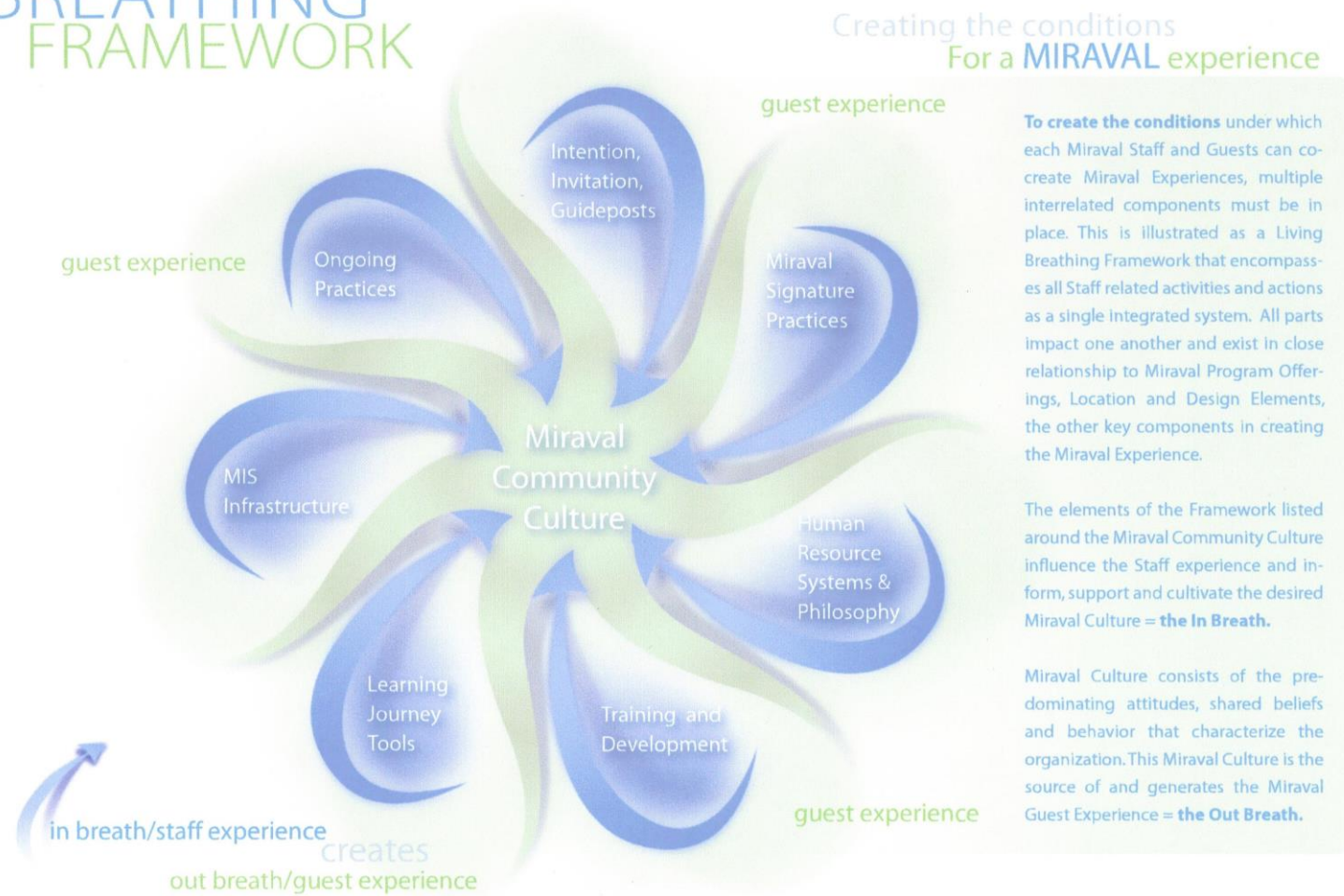
- Designed process by which overall project was approached
- Discovery Process - designed questionnaire and conducted over 30 Employee interviews, facilitated information gathering and idea generating round table discussions
- The multiple aspects of what creates and supports the Miraval brand from an employee/guest service perspective were revealed and then articulated through a [Living Breathing Framework](#) Creating the Conditions for a Miraval Experience
- Design of New Employee Orientation approach and program in alignment with above discoveries. This included an Employee Learning Journey Map - which is linked to on my site page.

Below is the image that was created in collaboration with a Designer colleague of mine to Illustrate the deliverable.

### Living Breathing Framework Creating the Conditions for a Miraval Experience

To create the conditions under which each Miraval Staff & Guest can co-create Miraval Experiences, multiple interrelated components must be in place. This is illustrate as a Living Breathing Framework that encompasses all Staff related activities and actions as a single integrated system. All parts impact one another and exist in close relationship to Miraval Program Offerings, Location and Design Elements, the other key components in creating the Miraval Experience.

# THE LIVING BREATHING FRAMEWORK



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The elements of the Framework listed around the Miraval Community Culture influence the Staff experience and inform, support and cultivate the desired Miraval Culture = **the In Breath.**

Miraval Culture consists of the predominating attitudes, shared beliefs and behavior that characterize the organization. This Miraval Culture is the source of and generates the Miraval Guest Experience = **the Out Breath.**