How to Develop Your Company’s Employee Value Proposition

Ensuring your company stands out.

HRCI and SHRM approved for one credit hour

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About DecisionWise

Founded 1996
30 countries
70 languages
200+ clients

Employee Surveys | 360-degree Feedback | Coaching | Organization Change
The economy is improving

Chart 6. Total private job openings, hires, and quits
Seasonally adjusted, in thousands


Note: Shaded area represents recession as determined by the National Bureau of Economic Research (NBER).
Quits compared to layoffs

Chart 7. Quits and layoffs and discharges
Seasonally adjusted, in thousands


Note: Shaded area represents recession as determined by the National Bureau of Economic Research (NBER).
Tenure is actually improving

**Figure 1**

Median Tenure Trends for Wage and Salary Workers Ages 25 or Older by Gender, 1983–2014

But tenure for younger workers is about the same...
Millennials are taking over


In millions

Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.


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What is Employee Value Proposition?

The collection of benefits an employee receives from an organization in exchange for the employee’s work.
1. What does it take to attract the right people?
2. What does it take to motivate your people?
3. What does it take to retain these people?
4. What is your company’s brand?
Poll Question

Does your organization have an Employee Value Proposition?

1. No
2. Yes, but it is not formally rolled out.
3. Yes, we leverage it to attract, retain, and engage our workforce.
Everyone has an Employee Value Proposition whether they choose to call it that or not.
What Employee Value Proposition is Not

Demographic Profile
Only Formal Benefits
Culture
Employee Engagement
Electronic Voice Phenomenon
EVP is a collection of formal and informal benefits offered by an employer in exchange for employment.
Formal Tangible

- Base Pay
- Health Care
- 401(k)
- Work Schedule
- Company Car

Informal Tangible

Formal Intangible

Informal Intangible
Formal Intangible

- Safety
- Respect
- Inclusion
- Protection
Informal Tangible

- Commute
- Ambiance of Office
- Work Schedule
- Advancement Opportunities
- Career Building
How to Develop Your Company’s Employee Value Proposition

Informal Intangible

Formal Tangible

Informal Tangible

Formal Intangible

Informal Intangible

- Identification with Brand
- Meaning
- Autonomy
- Growth
- Connection
- Leadership Style
- Job Security
- Culture
- Relationships
- Value Alignment
How to Develop Your Company’s Employee Value Proposition

Understanding Benefits Sought

How to gather initial information.

Survey

Focus Groups

Interviews

Sample Company Employee Value Proposition Survey

As an employee of Sample Company, we need your feedback to continue making improvements to our organization.

The questions are designed to help us better understand the things that initially attracted you to Sample Company, how you view us today, and what impacts your decision to stay.

It takes approximately 10-15 minutes to complete the survey. Your responses are confidential and will not be identified or linked, unless you elect to provide your contact information. Thank you for your participation.

My Job

1. Please rate the top five attributes that initially attracted you to Sample Company.

Click and drag each item from the list below into the box on the right in the desired order.
Focus Groups

Why did you seek employment with our company?
What elements of your job are most engaging?
How do you view your position with this company?
What formal benefits are most important to you?
What informal benefits are most important to you?
Creating an EVP Survey

Using the information gathered in focus groups, create a survey:

Sample Company Employee Value Proposition Survey

As an employee of Sample Company, we need your feedback to continue making improvements in our organization.

The questions are designed to help us better understand the things that initially attracted you to Sample Company, those you value most today, and what impacts your decision to stay.

It takes approximately 10-15 minutes to complete the survey. Your responses are confidential and you will not be identified in any way. When you are finished submit your responses by clicking ‘Next’ below. Thank you for your participation!

My Job

1. Please rank the top five attributes that initially attracted you to Sample Company. Drag and drop each item from the list below into the box on the right in the desired order.

- Chance to work on new and innovative technology or initiatives
- My work schedule
- Potential fit with my talents and skills
- Work aligned with my interests
- Challenging work assignments
- The potential for work-life balance
- Opportunity to make an impact
- The learning and development opportunities I would have
- The career opportunities I would have
- The potential for recognition for my performance
Why? Because different groups of the employee population will seek employment with an organization for different reasons.

Demographics
Job Position
Level
Benefits sought
How to Leverage Your EVP

Attraction

Identify candidates that fit the organization’s employee value proposition based on benefits they are seeking through employment.

Retention

Retain individuals who currently work in the organization by adding to the value proposition already offered.

Engagement

Understand benefits sought that go beyond contractual elements of the employee value proposition, which can serve as motivating and engaging factors.
Once a collection of benefits is defined to define a brand, you must understand why the collection of benefits offered resonates at a deep level with employees. What are the underlying values that lead people to seek benefits offered?

**Health Insurance**

**Benefit:**
If you get sick, health insurance pays a portion of the health care cost

**Value:**
Security for my family
My employer values me as a person and values my health
Employer values helping people, employer views it as a fundamental service
Describe the Corporate Brand in terms of EVP