



Welcome

Creating Your Employer Value Proposition

Employee Engagement Specialist

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Housekeeping



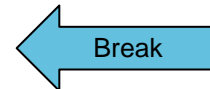
Agenda

8:00 – 8:30

- Review and discussion of Assignments
- Icebreaker

8:30 – 11:30

- Definition of an Employer Value Proposition (EVP)
- Building your EVP
- Applying your EVP
- Branding your EVP Internally and Externally



11:30 – 12:00

- Your Engagement Action Plan
- Assignments and Pre-work for Session 3
- Preview of Session 3

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Review of Session 2 Assignments

- Discuss with senior leaders the benefits of gathering employee input
 - What did your senior leaders say about gathering employee input?
 - Are you implementing a process? What are you doing to gather input?
- Identify at least 2 problems you would like to solve in your organization
 - What problems did you identify that needed solving?
 - What did you do to create a solution?
 - What were your challenges? Successes?

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Icebreaker

Find a partner and go to a pair of flip chart sheets – write your name in the upper right-hand corner

- Each of you in turn will:
 - Describe why it is great to work for your company
 - Your partner will ask questions to help clarify
 - Using the feedback, you will create an 'elevator speech' on why it's great to work for your company
 - Create 'Section 1' (as shown – this should be no more than 3" of flip chart)
 - Write your elevator speech in this area
- Divide your flip chart as shown

1	Write your elevator speech here		Rebecca
2		3	
4		5	
6		7	
8			

Definition of an Employer Value Proposition



Employer Value Proposition Defined:

- A clear and compelling story of why people work for your organization that:
 - Differentiates you from your competitors
 - Causes candidates to self-select (in or out)
 - Engages the existing staff
- Includes:
 - What you do
 - Why you do it

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Employer Value Propositions

“Provide choices for
nurturing the body,
the community, and
the planet”



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Employer Value Propositions



"To inspire and nurture the human spirit -- one person, one cup, and one neighborhood at a time."

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Employer Value Propositions



The ingredients to be extraordinary, people are valued, and you can make a difference

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Employer Value Propositions



The Happiest Place on Earth

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Employer Value Propositions

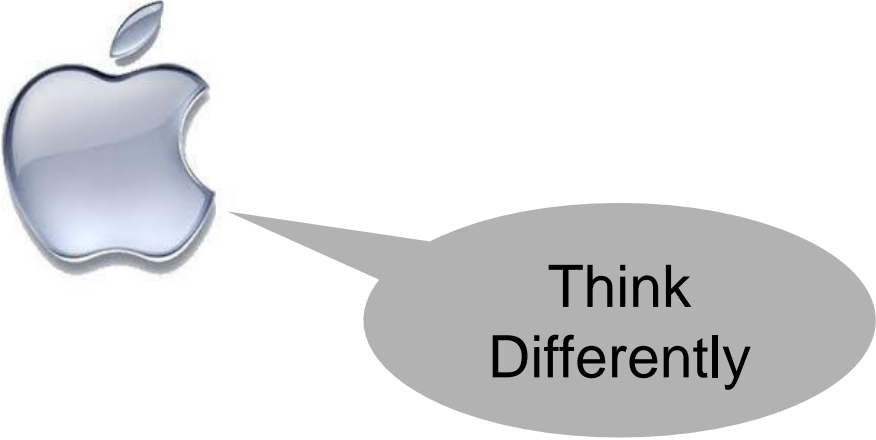


Freedom to Travel Around the Country

SOUTHWEST AIRLINES

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Employer Value Propositions

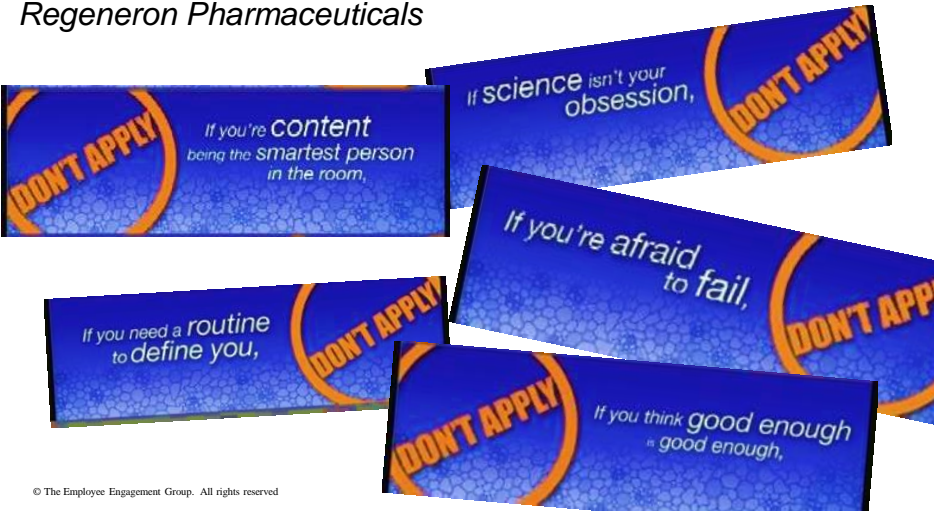


Think Differently

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Employer Value Propositions

Regeneron Pharmaceuticals



If you're **Content** being the **smartest person** in the room, **DON'T APPLY!**

If science isn't your **obsession**, **DON'T APPLY!**

If you're **afraid** to **fail**, **DON'T APPLY!**

If you need a **routine** to **define you**, **DON'T APPLY!**

If you think **good enough** is **good enough**, **DON'T APPLY!**

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Employer Value Propositions

Ernest Shackleton



Help Wanted

*"Men Wanted for Hazardous Journey.
Small wages, bitter cold, long months of
complete darkness, constant danger.
Safe return doubtful. Honor and
recognition in case of success"*

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Employer Value Propositions

The Employee Engagement Group



Employee Engagement Administrative Manager and Consultant

Wow - what an opportunity!

The Employee Engagement Group is looking for a one in a million administrative manager and consultant to help build a HR/OD consulting, speaking, training, and event global business. We're looking for the unique blend of office manager, sales coordinator, writer, social media guru, Microsoft Office expert, self starter, entrepreneur, OD professional, and trainer all wrapped into one!

Requires a minimum of a Bachelors (Masters in OD or MBA preferred), and the flexibility to travel at a moment's notice, deliver outstanding client service, work independently, handle rejection and acceptance with grace, build lasting client relationships, collaborate, prosper in growth, and create fun.

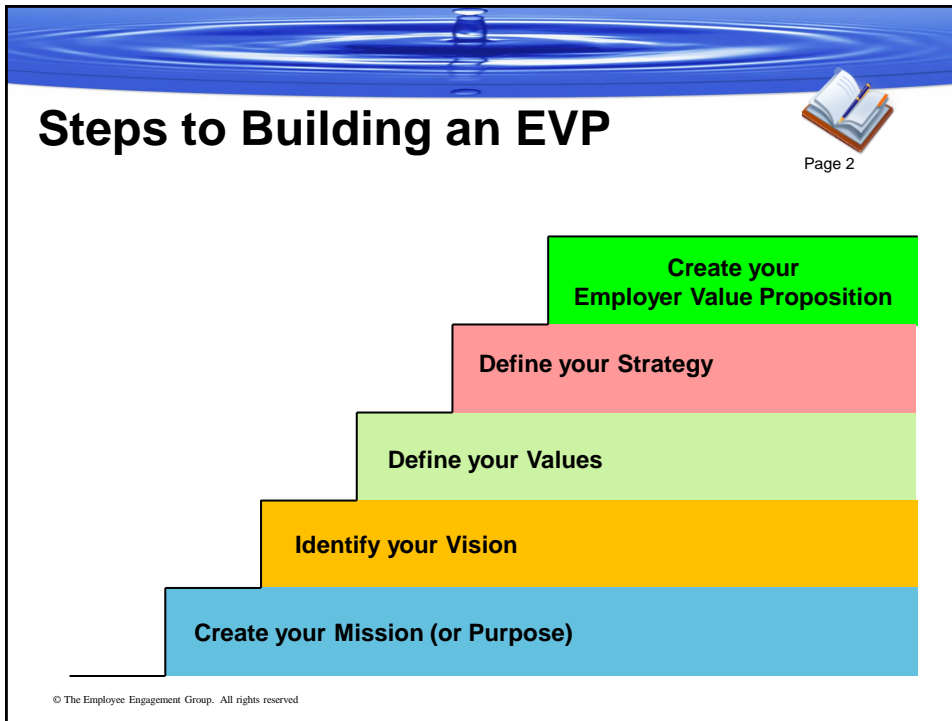
At this stage, we can't yet offer insurance, benefits, high pay, etc. (scared yet?). We can offer an incredible journey, a variety of work, potential for equity, profit sharing, unmatched professional growth, and an opportunity to partner with the recognized global thought leader on Employee Engagement (heck, we even own the domain!). Only optimists, survivors, and those with a personal commitment to finish what we start need apply.

Building your EVP

from potential to performance 

Definition of an EVP

- Set of associations and offerings provided by an organization in return for skills, capabilities, and experiences an employee brings
 - Employee centered aligned to business strategies
 - Must be relevant and compelling
- Developed by identifying the overlap between:
 - Employee behaviors and traits needed to meet your goals
 - Reasons why people work at your firm
 - Reasons people buy your product



Create your Mission (or Purpose)

- Defines the fundamental purpose of the organization
 - Why it exists
 - What it does to achieve its vision

Examples

"Our purpose is to solve unsolved problems innovatively" 3M

"Our purpose is to preserve and improve human life" Merck

"Our purpose is to make people happy" Disney

#2 - What is the mission / purpose of your organization?

- Why do we exist?
- In 100 years, what do we want to be remembered for?
- How are we different than our competitors?
- What is the one thing we do that is admired?
- What inspires you about working here?

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Identify your Vision

- Your vision outlines what your organization wants to be, or how it wants the world in which it operates to be
 - Long-term view with a concentration on the future
 - Can be emotive and a source for inspiration
 - Should be imaginable, energizing, feasible yet bold, focused and flexible.
 - Should be easy to remember and communicate

A vision is a picture of the future that captures the imagination of others and inspires them to follow.
- Walt Disney


Examples

"The world's premier food company" Heinz

"Be the premier toy brand, today and tomorrow" Mattell

"Become the Harvard of the West" Stanford

"A world without poverty" Oxfam

 #3 - What's the vision of your organization?

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Define your Values


- Values are beliefs shared among stakeholder of an organization – they are your guiding principles
 - Drive an organization's culture and priorities
 - Provide a framework for decision making
 - Normally consist of 3 – 7 values

Examples

"Fun and value" Southwest

"Product excellence" P&G

"Service to customer" Nordstrom

 #4 - What are the values at your organization? What is or could be your value statement?

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Define your Strategy

- Combination of ends (goals) for which the firm is striving and the means (policies) by which it is seeking to get there
 - Sometimes called a road map – with the vision at the end
 - Provides direction and checks to ensure company is going in the right direction
 - Normally unchanged for 3 – 5 years, with annual goals and objectives



#5 - Summarize your strategy – in other words, how are you going to reach your vision?

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Behaviors and Traits

Behavior:

How one acts or reacts to specific circumstances.

Examples:

- *Expressing self clearly*
- *Meeting project deadlines*
- *Calm under pressure*
- *Participate in meetings*

Behaviors can be changed


Traits:

Characteristics that define someone's personal nature.

Examples:

- *Integrity*
- *Enthusiasm*
- *Optimism*
- *Collaborative*
- *Introversion or extroversion*

Traits are more difficult to change



Behaviors and Traits

#6 - Think of 5 - 10 superstars in your organization.

- What behaviors and traits to they bring to the organization?
- What would you like to 'clone'?
- Do they bring any baggage?

<p>Behavior: <i>How one acts or reacts to specific circumstances.</i></p> <p>Examples:</p> <ul style="list-style-type: none"> • Expressing self clearly • Meeting project deadlines • Calm under pressure • Participate in meetings <p><i>Behaviors can be changed</i></p>	<p>Traits: <i>Characteristics that define someone's personal nature.</i></p> <p>Examples:</p> <ul style="list-style-type: none"> • Integrity • Enthusiasm • Optimism • Collaborative • Introversion or extroversion <p><i>Traits are more difficult to change</i></p>
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Why do they work or buy?

#7  From your pre-work!

Why do employees work for...

- What are the top reasons people work for you organization?
- Think about both the 'what' and the 'why'
 - What – specifically what they do, their job (your company produces widgets and they are a widget designer)
 - Why – why your firm versus other firms (was there something that your company does that attracted them?)

Why to people buy from...

- Why do customers buy from your organization?
 - Think beyond price and product
 - Why your company specifically? Why not a competitor?

The best EVPs reinforce co-branding between product and employment brand.

What's the overlap in your organization?

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Write your EVP

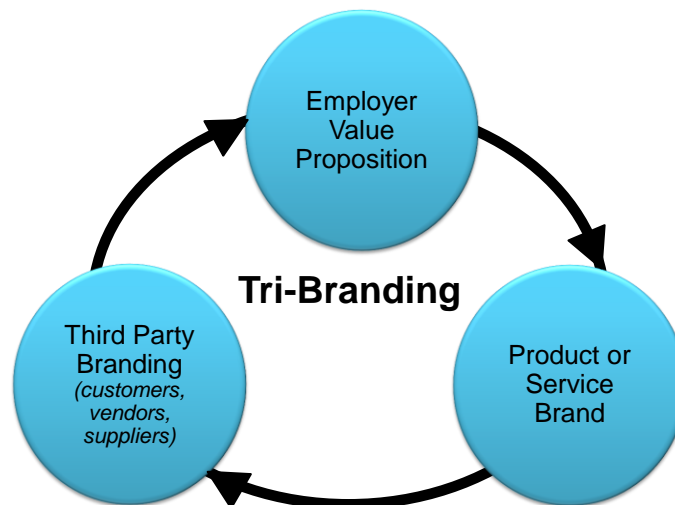
#8 – Create your EVP in quick, memorable, captivating way.

- Re-test it using the ‘Elevator Test’ – can you explain to a stranger you meet in an elevator what you do, why you do it, and why they might want to work for your company?



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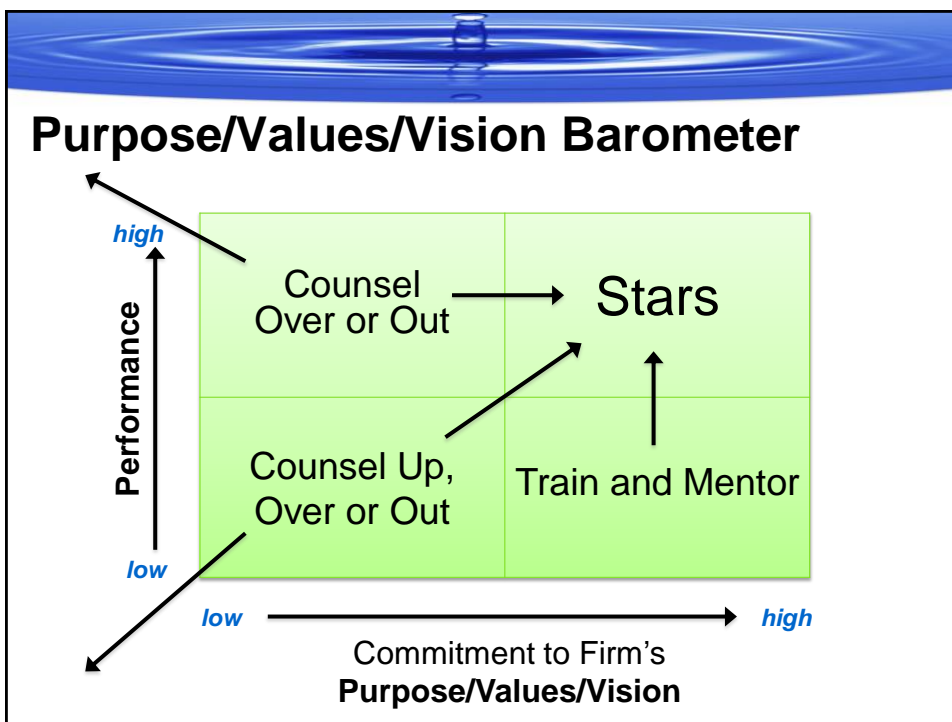
EVP Leads to Successful Tri-branding



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Applying EVP

from potential to performance 



Map your Employees


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
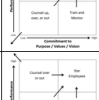

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Create an Action Plan

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Create an Action Plan



Employee Name	Position on Chart	Actions Plan
		
		
		
		
		

Create an action plan for one or two of your employees by:



- Identifying where he/she is on the matrix
- Listing actions you will take for improvement and maintenance



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Assignment

Assignment


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- Using the information on your flip chart, create a task team to make a 2 minute (max) branding video that describes your EVP
 - Describe who you are
 - Describe why someone would want to work there
 - Sell the benefits and features of working there
 - Be prepared to show the video at the next workshop
- Share your EVP results with your Leadership Team
 - Discuss tweaks, improvements, discoveries
 - Be prepared to report back on results of the discussion
- Rate your employees using the Barometer Action Plan



Pre-work for Session 4

Leading Change Engaging your First-line Leaders

from potential to performance 



Pre-work for Session 4

Page 11

- What changes have you been a part of:
 - Personal
 - Organizational (that you delivered)
 - Organizational (that you received)
- What went well? Not so well?
- What would you do differently?

- Outline your current selection process for hiring/promoting people managers
 - What do you do well? Not so well?
 - What training do they receive

- How engaged do you think your first-line leaders are?
 - 1 = not engaged at all, 10 = extremely engaged

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Thank you

***See you on
October 18***