



## Exercise: Unique Employment Proposition

When it comes to determining your company's Unique Employment Proposition (UEP), you first need alignment on the decision-maker(s) and on the decision-making process. Then you're ready to complete this exercise as a group.

**Bonus:** For even greater insight, survey your employees prior to meeting.

### Participants:

Gather your leadership team and a diverse group of 8-12 employees

**Time needed:** a minimum of 2 hours

### Materials needed:

- Virtual or physical whiteboard, or large writing pads and markers
- Snacks and water to keep your brains fresh

---

## INSTRUCTIONS:

### PART ONE

1 HOUR

### REFLECT

Answer each question individually, then share and discuss as a group:

1. What is the single biggest reason you chose to work here?

2. What is the single biggest reason you choose to keep working here?

3. If you were to tell someone what makes our workplace special, what would you say?

4. What types of people do we hope to attract and retain as employees?

5. What do these people care most about when it comes to compensation?

6. Who are our biggest employment competitors? List companies and/or industries.

PART TWO  
1 HOUR

**COMPARE**  
How do we measure up to our top competitors in each of the following areas? Which areas are our biggest opportunities to stand out from the competition?

	Low	Mid	High
Salary	Example: Our company	Example: Company Y	Example: Company X
Equity	Example: Company X and Y		Example: Our company
Paid time off			

	Low	Mid	High
Health benefits			
Mental health benefits			
Life insurance			
Disability insurance			
Retirement and financial benefits			
Financial education programs			
Learning and development			
Tuition reimbursement			
Childcare benefits			
Family leave			
Volunteering opportunities			
Wellness programs			
Commuting and travel assistance			
Geographic flexibility			

	Low	Mid	High
Time/flexibility with hours			
Office space			
Other:			

#### NEXT STEPS

Based on the insights you glean from the discussion, narrow your UEP to 2-5 factors you believe can allow your company to compete for the types of employees you most need. Use this UEP as your guide to decide on your [compensation philosophy and strategy](#).