


Employee Value Proposition (EVP) By Deepak Bharara

LEVERAGING PEOPLE FOR TOMORROW...



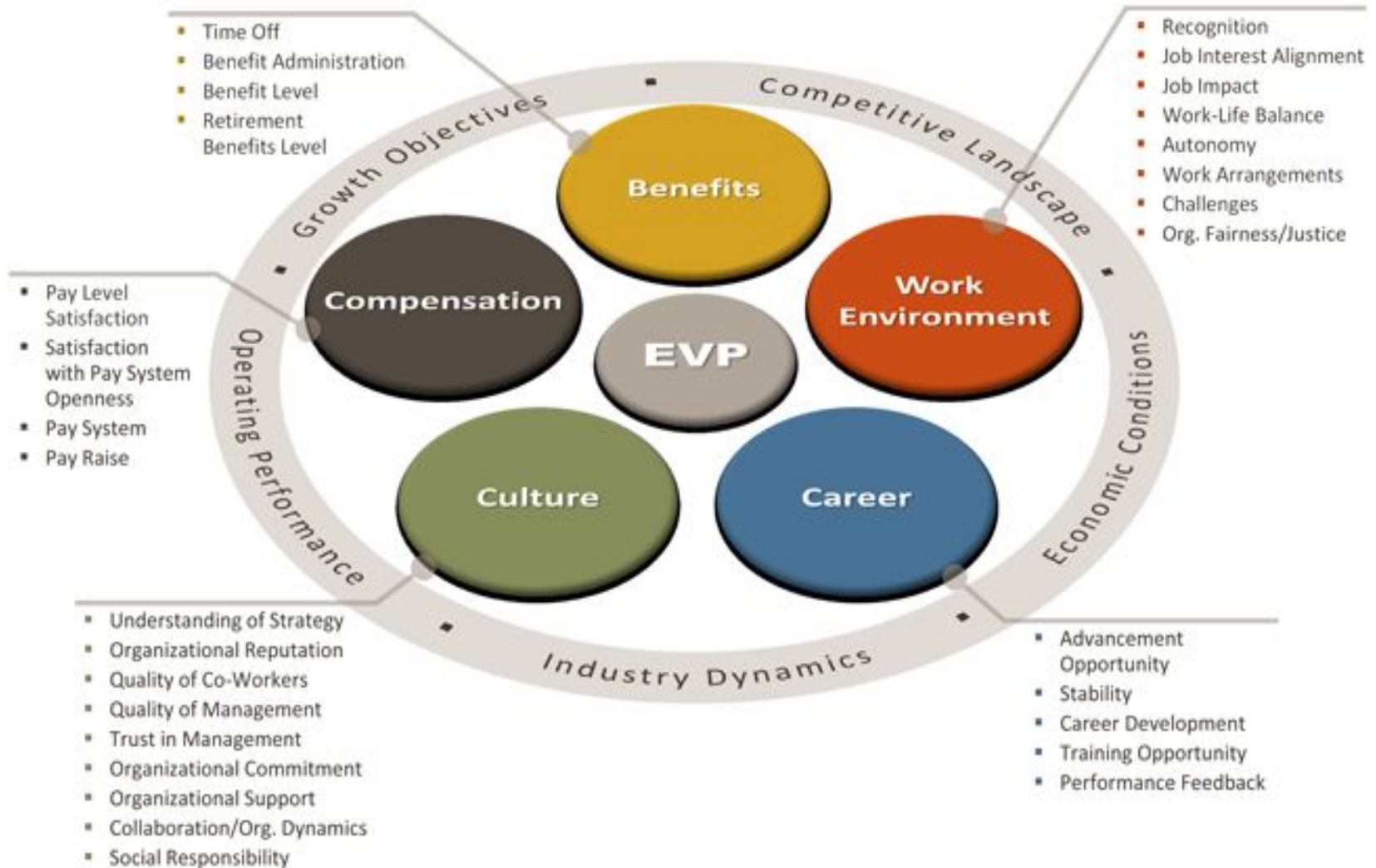
what is your
employee value proposition?

Employee Value Proposition

Employee Value Proposition (EVP) is the unique set of benefits which an employee receives in return of the skills, capabilities and experience they bring to a company.

An EVP is about defining the essence of Organization & its uniqueness and what it stands for...

Employee Value Proposition



Employee Value Proposition

An employee value proposition is designed to attract, engage & retain the right talent while differentiating your brand

Few Examples, where the focus is on EVP & Brand building :

1. Google
2. Apple
3. Starbuck
4. Microsoft
5. Facebook
6. LinkedIn



Employee Value Proposition

It is all about employee Fit & Organization with a difference

How we can identify the employees, who can fit with the organization in a highly competitive environment

- Motivation Fit
- Cultural Fit
- Organization Fit

How Organization be different from others in achieving business objectives

The role of leaders is to work on Fit & Difference in an organization

The EVP (Employee Value Proposition) is quite different from CVP (Customer/Consumer Value Proposition)

Employee Perceived Value



Organization HR Objective:

1. **To Attract** ... Market positioning – Why should the individual join the organization
2. **To Engage** ... Total Work Experience – Happiness at Workplace (working with employee at **Heart** - emotional level & **Head** – Thinking level together)
3. **To Retain** ... Perceived value gain

Why should the talented person choose to work & stay here – EVP puts the responsibility on the employer, not the employee

Employee Life Cycle

1. **Decision day** - Can I join this Organization?
2. **First Day** – Have I taken the right decision? – feeling part of Organization
3. **Every day** - Is the Culture of Organization right for me to continue? – enablers are helping/working
4. **Achievement Day** – Is my contribution valued or matters?
5. **Referral day** – Do I refer others to join the Organization? How is my personal feeling, Happy or Sad while continuing ..

Decision Day

Hiring of wrong people led to failure, beyond having the right skills we must see the following fit:

- Personal/Motivational fit
- People/Cultural fit
- Organizational Fit

From Employee Perspective

- Intent to stay
- Time to proficiency/Competency – Speed
- Happiness – Mood Meter

Organization has to be different to create EVP

First Day

The first day sets the tone make the first day experience great & meaningful

- Complimenting new employee
- Meeting of new employee with Senior Leader
- Providing the basic equipment to start
- Sharing relevant inputs of organization to employees to catch up
- Learning about the Job/Goals

Every Day

- **Respect** - Diversity & Thoughts
- **Active engagement** - of all employees
- **Training** - to get the best in each member
- **Sharing** - clear direction of organization
- **High potential employees** - to stretch & grow
- **Define Responsibility** - Employees to take greater responsibility for their work, health & wellbeing
- **Measure** - the trends of engagement
- **Effective people strategies** - to create engagement
- EVP

Achievement Day

- **Connect** to Importance
- **Recognize** people who are achieving organization purpose & goals/Key objectives – measure ROI
- Those who receive recognition are **happier, more engaged**, committed & intensely performing
- Show **appreciation** of smart work
- Make **recognition memorable**, meaningful & motivational
- Recognition predicts **attainment**

Referral day

- When employees feel happy at his workplace - **Overall experience** is quite good
- Build a **employee referral program** effective
- Create **strong Brand Ambassadors/Advocates** to drive positive change inside the organization
- **Longevity of New Employee** who come via referrals increased as compare to other employees
- **Longevity of Employee who refer** new employees on an average increased

New Rules of Engagement for Millennial

Getting inside their heads...

Make them fearless

Make money a non issue

Help them thrive

Be cool

Be boldly transparent

Don't kill the meaning

See their future

Magnify the success

Unite them

Let them Lead

Take it to Extremes



Some Important links

- Decision Day – Hire for fit - Sneak Peak & Early Engagement
- First Day – Comfort - Bonding Stories
- Every Day – Recognition - Learning, Dreams, Fun@work, Well being & Social Impact
- Achievement Day – Memories - Inspiring Leaders, Beyond Numbers, Innovation, Families
- Referral Day – Referrals – Alumni Connect

Employee Value Proposition



Employee Value Proposition (EVP) – WIIFM (What's in it for me)?



Compensation

- Salary satisfaction
- Compensation system satisfaction
- Rises and promotions
- Timeliness
- Fairness
- Evaluation system



Benefits

- Time off
- Holidays
- Insurance
- Satisfaction with the system
- Retirement
- Education
- Flexibility
- Family



Career

- Ability and chance to progress and develop
- Stability
- Training and education at work
- Career development
- Collage education
- Consultation
- Evaluation and feedback



Work Environment

- Recognition
- Autonomy
- Personal achievements
- Work-life balance
- Challenges
- Understanding of one's role and responsibility



Culture

- Understanding of firm's goals and plans
- Colleagues
- Leaders and managers
- Support
- Collaboration and team spirit
- Social responsibility
- Trust

Leadership Role in EVP

What do we need to do **NOW** to prepare for **TOMORROW**
Moments matter (Peaks, Pits & Experiences)

Effective engagement is an EVP issue

Most Leaders start with a **practice based strategy** & when we objectify something/practice, we no longer recognize the human element

Leaders harvest the EVP – **Culture is intentional & never accidental**

Engagement of any kind is always **Reciprocal**

Strong EVP proposition drives Engagement

Leaders must be **Ready** when they need it

Psychology of strong EVP

- Cumulative Principle
- Reciprocity Principle
- Why Principle
- Readiness Principle

Principle Drive Practice, Practice don't drive principles

Psychology of EVP

Cumulative	Reciprocity	Why	Readiness
Gradual Build Up	Proportionate in action	When you believe your voice	Build it before you need it
Easy to do / Easy not to do	Vive & take from those that give & take proportionate in intensity	Believe in meaning & experience value	Future focused, not limited by the past
Can work for us or against us	Freely given	Choice of trustworthiness and the risk involved	Requires scaffolding & intentional work
Feel sudden	Not an exchange	Engagement is the ultimate – elevate those Moments that matters	What do we do today to prepare for tomorrow

Moment Sparklers

- Elevation & Pride
- Insight & Purpose
- Connection & Heart
- Make them thrive

New initiatives must include two or more of the above

Valuable Inputs

- Driving EVP is **everyone's responsibility** across in an organization
- New Employee **On Boarding/Induction process** significantly make a difference
- EVP can be **quantified**.. to measure - for Count, Rank & Rate
- **Self assessment & feedback** can be a great tool to find fit
- EVP & Employee Experience is the **two side of the same coin**
- **Create pride** in employee to attract, engage & retain them

Valuable Inputs

- EVP is **unique** for every organization & it is the key differentiator
- **Stinky Leaders are dysfunctional** & they hold back employees to prosper – they create negative value proposition – must weed them out
- Leaders must work around **Dignity, Authenticity, Presence, Accountability, Empathy & Integrity**
- Leaders must **not work on Humiliation, Insincerity, Distraction, Avoidance, Detached & Dishonesty**
- Where Leaders **creates positivity** the retention rate of employees goes very high

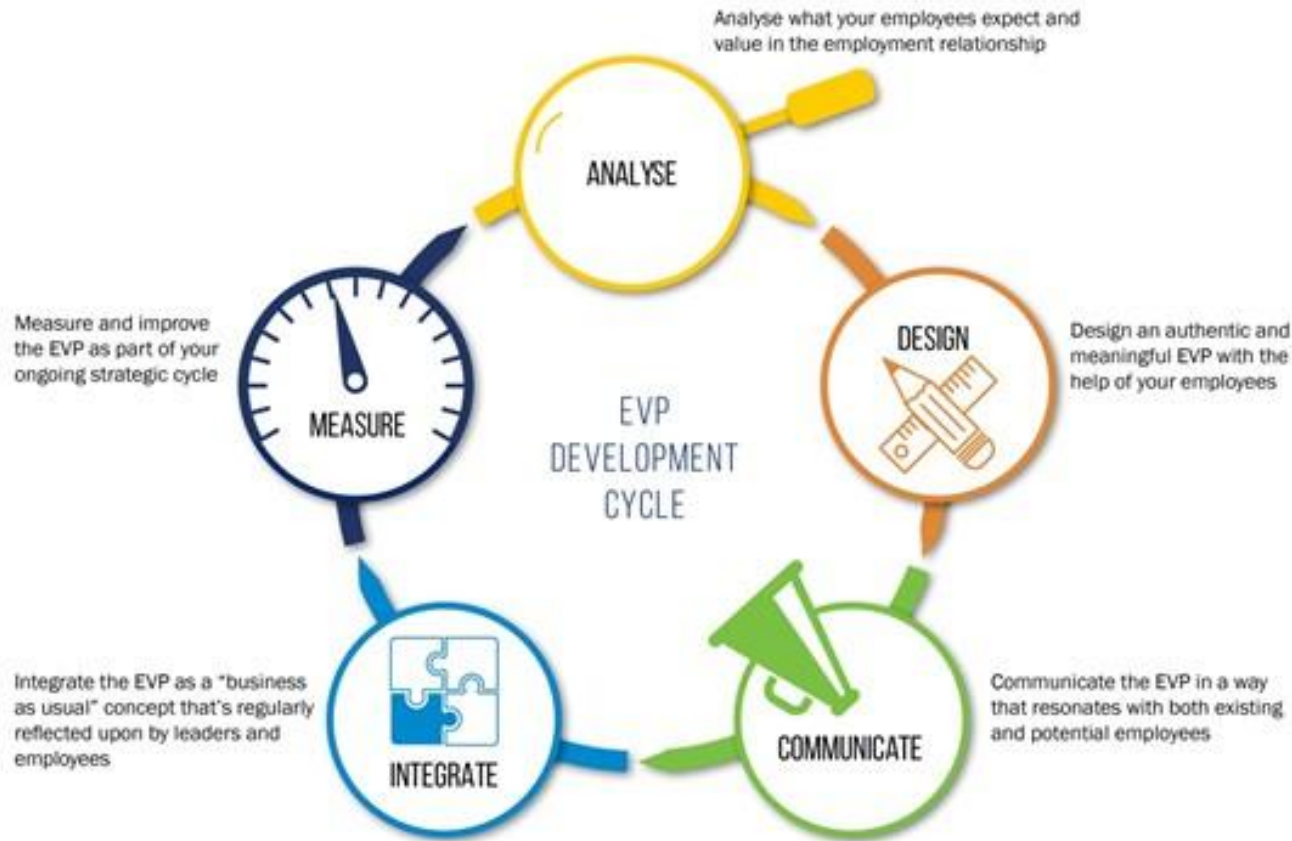
Valuable Inputs

- **Engagement** is the out come of an EVP
- EVP is a frame work that **drives your CVP**
- EVP should be **steady, stable** & allow it to continue to build to give experience to employees
- **Design, Develop & Deploy EVP** to get the best out of employees
- Make moments come to life to experience it ... create the peaks/special – **multiply the milestones**
- Work around **Purpose** through **Passion & Pleasure**

Valuable Inputs

- **Hand to Head & Heart** – help employee goes to an extra mile
- Work on **IQ, EQ, CQ, PQ, LQ** of employees - (Intelligence, Emotional, Curiosity, Passion & Learning quotient)
- **Create moments** while breaking the normal script
- Need to **bring empathy** at the workplace

Employee Development Cycle



In Conclusion



It is all about People, value them





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