



**Department of
Education &
Workforce**

Human Capital
Resource Center

EMPLOYEE VALUE PROPOSITION

LEVERAGING YOUR EVP TO GAIN AN ADVANTAGE

Breakout Session

Winter 2024

EMPLOYEE VALUE PROPOSITION: SESSION DESCRIPTION

2024

How do you leverage your unique Employee Value Proposition (EVP) to gain a competitive advantage in the race for talent?

Discover the differentiators and communication strategies to gain an edge in recruiting, hiring, and engaging candidates.



EMPLOYEE VALUE PROPOSITION: LEARNING TARGETS

By the end of this session, participants will be able to:

- Understand the components of a well-crafted EVP and identify key differentiators for your organization
- Create the initial components of an EVP
- Understand and experiment with personas to help build positioning statements that reach specific candidates
- Develop ideas for “pressure” checking the components with current stakeholders to validate messaging



WELCOME AND INTRODUCTION

Why are you here?



ABOUT EVP

VALUE PROPOSITION

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



val·ue prop·o·si·tion

noun

(in marketing) an innovation, service, or feature intended to make a company or product attractive to customers.

EMPLOYEE VALUE PROPOSITION

"a set of associations and offerings provided by an organization in return for the skills, capabilities and experiences an employee brings to the organization"
(TalentLyft, n.d.).

EMPLOYEE VALUE PROPOSITION = EVP

IS

- + Employee-focused
- + Highlights your Total Rewards
- + What makes you an employer of choice

ISN'T

- Your brand
- Targeted to specific personas
- Your positioning statement

KEY CONCEPTS

Brand

“[N]ame, term, sign, symbol, or design, or a combination...intended to identify the goods and services of one seller or group of sellers and to differentiate them from...competition” (Amer. Marketing Assoc., n.d.)

Employer Branding

How an organization tells its story to attract and retain employees by using its brand elements (narrative and visual)

Marketing

“[T]he activity, ...institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value...” (American Marketing Association, 2017)

Employee Value Proposition

"a set of associations and offerings provided by an organization in return for the skills, capabilities and experiences an employee brings to the organization" (TalentLyft, n.d.)

Brand Positioning Statements

Targeting the employee value proposition to certain audience segments or personas



OVERVIEW

Marketing

Public Relations

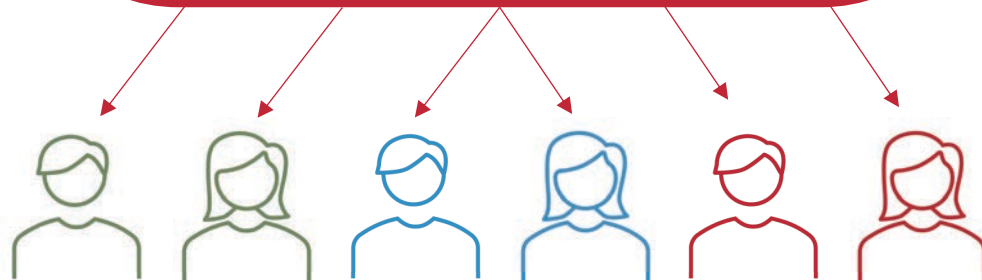
Communications

Human Resources

Employer Branding

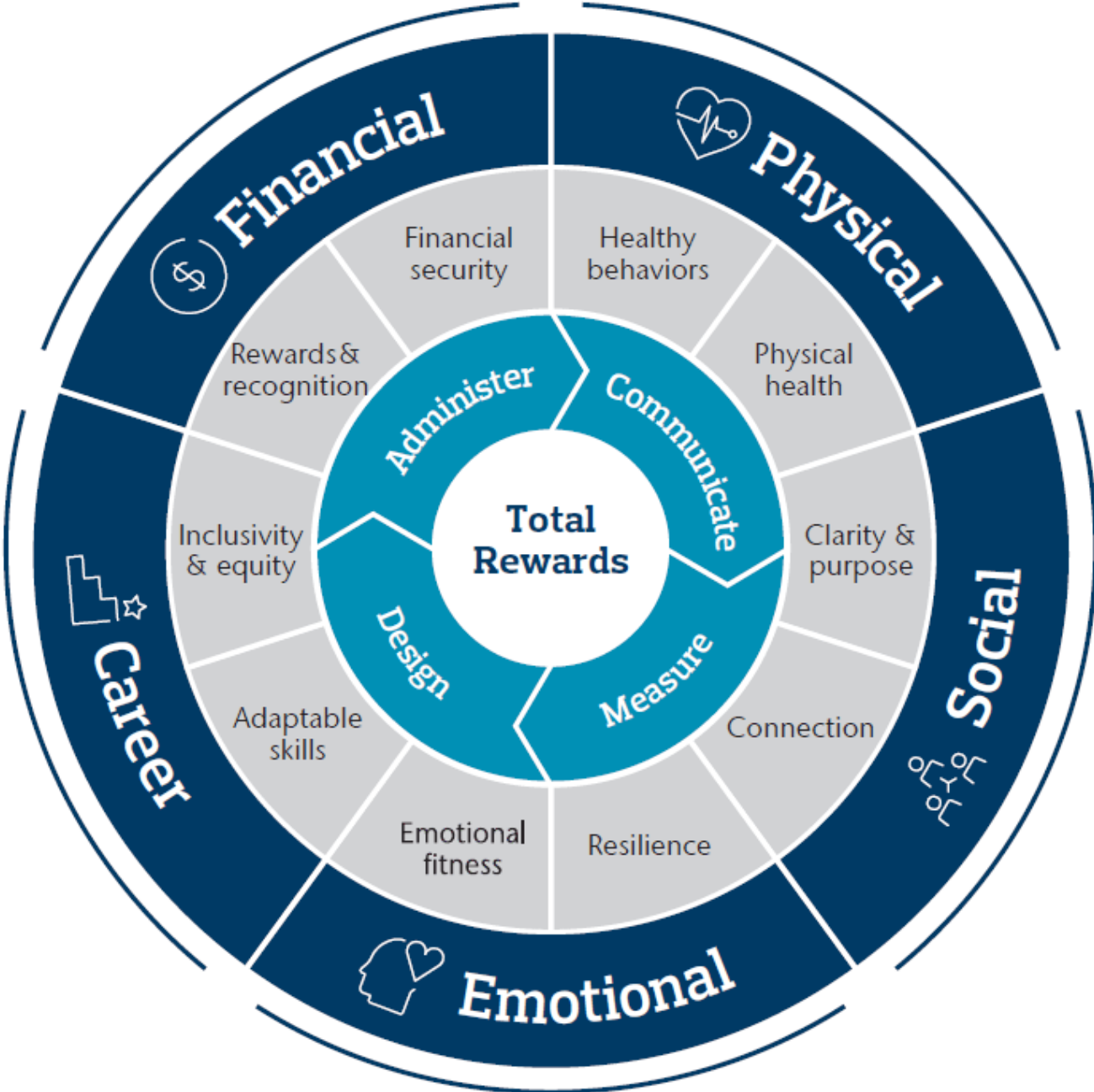
Employee Value Prop

Brand Positioning
Statements



AON HEWITT'S TOTAL REWARDS FRAMEWORK

TOTAL REWARDS
ADVANTAGE = EVP



EXAMPLES

Physical

- Personalized health benefits (e.g., health reimbursement arrangements or stipends)
- Fertility supports
- Medical travel or telehealth
- Mental health services
- Walking paths
- Gym membership

Emotional

- Mental health services
- Mental health apps
- Supportive supervisors

Career

- Presenting at conferences or other events with peers
- Lateral movement across the org
- Promotion opportunities

Financial

- Floating holidays or flexible time off policies
- Paid parental or caregiver leave
- Flexible/broad bereavement leave policies
- Flexible schedule or schedule that falls outside other work or family commitments
- Childcare services or stipends
- Adoption supports
- Pet insurance
- Tuition reimbursement or continuing ed assistance
- Financial wellness programs

Social

- Mentorship
- Supportive team culture
- Community connections (internships, mentors)
- Working in my own school community
- Preference for place, whether urban, rural, or suburban community experience





Why Choose GISD?

- Competitive salaries, some of the highest in the area
- Comprehensive benefits, including **employee assistance** and **financial wellness** programs
- **Employee clinic** with low-cost, non-emergency visits
- Children/grandchildren of nonresident employees can attend GISD schools
- Discounted community swim passes at the **GISD Natatorium**
- Enhanced security procedures to help protect students and staff
- Diverse community with more than 70 languages
- **Project Goal**, a two-year 1-on-1 mentorship program for beginning teachers
- All teachers get a laptop, docking station, and dual monitors as a district standard
- **Choice of school** district with no attendance zones and a variety of magnet and specialized programs
- Strong investment in the growth of our staff through **leadership development** and learner pathways

THE FRAYER MODEL

Definition

Characteristics

Examples

Non-Examples

THE FRAYER MODEL: EMPLOYEE VALUE PROPOSITION

Definition

"a set of associations and offerings provided by an organization in return for the skills, capabilities and experiences an employee brings to the organization" (TalentLyft, n.d.)

Characteristics

"a system composed of four interrelated factors-

- Material Offerings
- Connection to a greater community
- Opportunities to learn and grow
- Meaning and purpose"

(Harvard Business Review, January 2023)

Examples

- Financial?
- Physical?
- Social?
- Emotional?
- Career?

Non-Examples

"We do it all for the kids." (*trite*)

"Work with people just like you!" (*not inclusive*)

"We focus on our commitment to employees' professional growth and development, offering a variety of programs and resources to help you learn new skills and advance your career." (*too generic*)



OTHER NON-EXAMPLES

Description	Non-Example
Generic and uninspired	"Our district offers competitive salaries and benefits!"
Focused solely on basic needs	"We provide health insurance, dental insurance, and a 401k plan."
Unrealistic promises	
Vague	"We foster a collaborative and innovative culture."
Outdated language and cliché	"Dedicated educators are the backbone of our community!"
Lack of focus on specific target audience	"We offer a variety of opportunities for all educators."
Inconsistent with reality (if you have a reputation that says otherwise)	"We value work-life balance."



EXAMPLES

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PERSONAS

WHAT ARE PERSONAS?

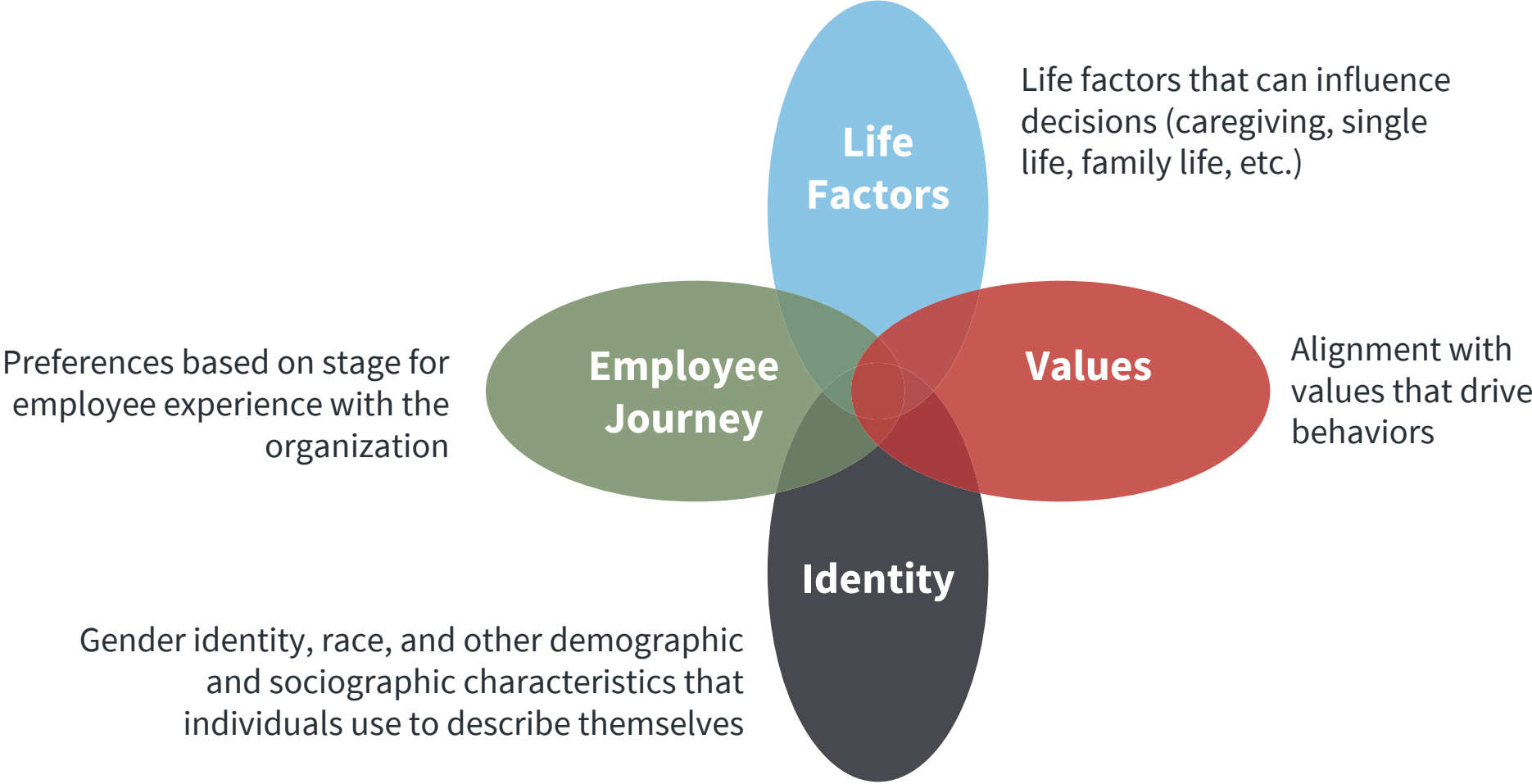
“...[A] profile of a specific employee segment that details their **characteristics, attitudes, wants, and needs**. HR teams can use these profiles to better personalize and tailor their initiatives to best suit their employees” ([Culture Amp, 2023](#)).

They are **imaginary people** based on life stage, identity, psychographic, valuegraphic, and/or sociographic information that describes the district’s target candidates (for recruitment) or employees (for retention and development).

Personas personalize our EVP.

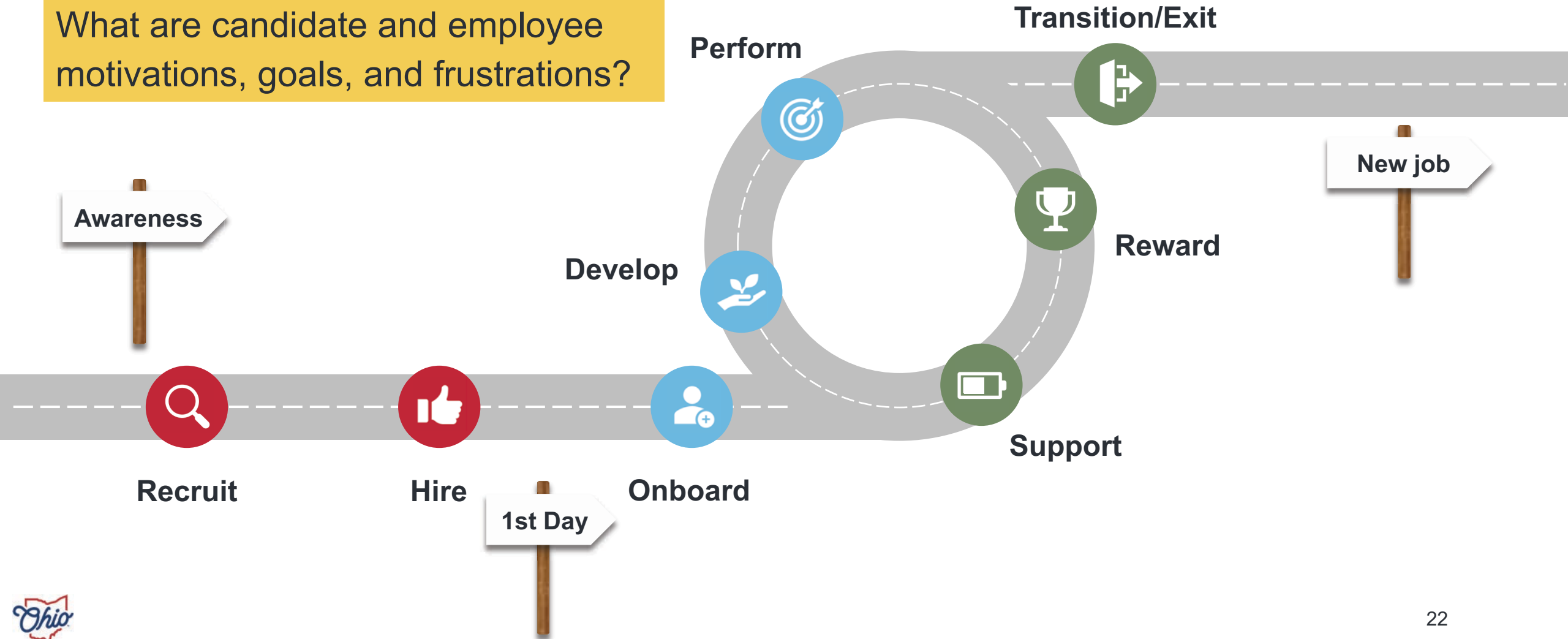


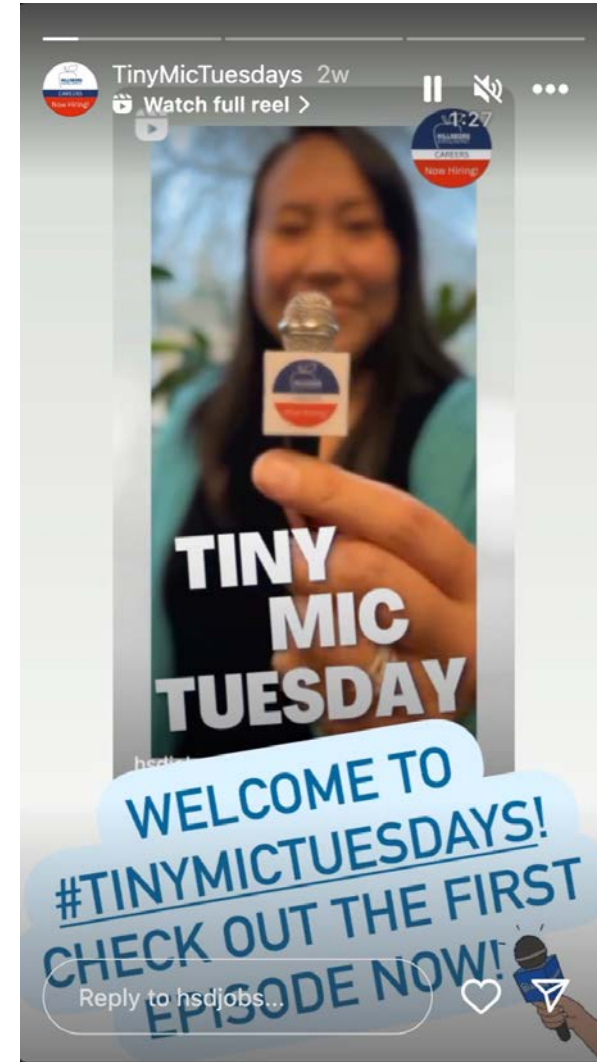
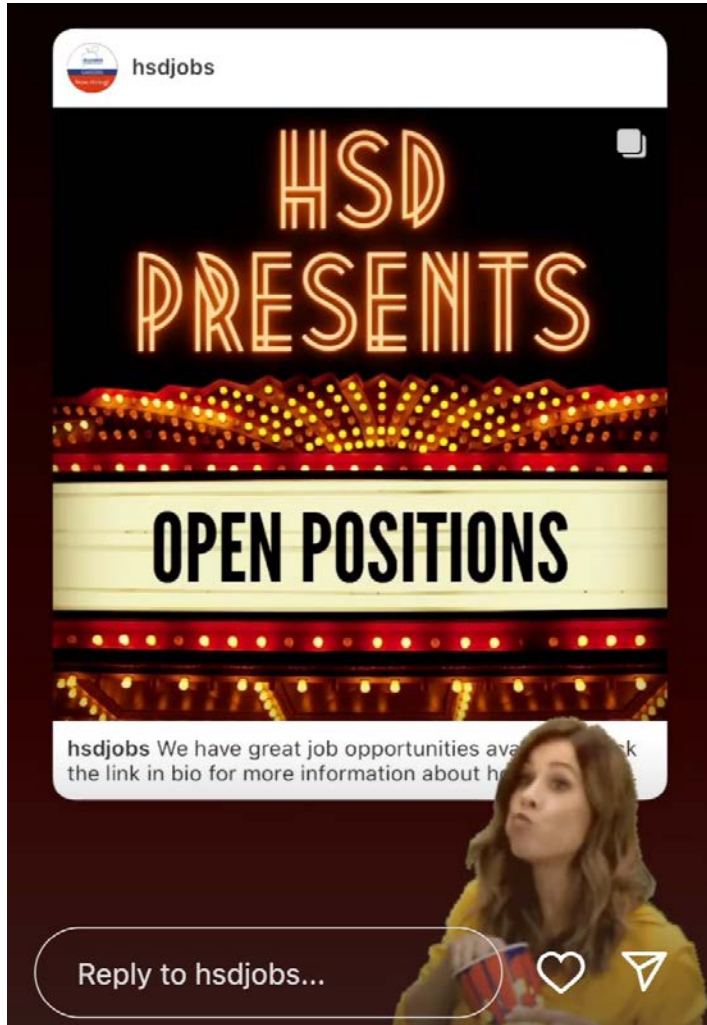
MANY FACTORS INFLUENCE EMPLOYEES UNDERSTAND THEM TO INFORM YOUR EVP



Create personas aligned with each stage of the employee lifecycle.

What are candidate and employee motivations, goals, and frustrations?





ACTIVITY: PART II

Developing Your Persona's Positioning Statements

Part II: Persona

Fill out this part of the worksheet, beginning with the bio/background information from the sample persona or another one that will be helpful for your work.

SAMPLE PERSONA



Bio/Background

- First-year intervention specialist
- Latina
- Close family ties

Goals

- Work-life balance as she prepares to have a family

Motivations

- Mentors and learning to help deepen special ed expertise and classroom management skills

Frustrations

- Unreasonable demands from current principal that take the joy out of teaching
- Struggling to keep her head above water

Catalina

BIO/BACKGROUND

Years of experience (total): ____ Years at this organization: ____

Life Characteristics (e.g., in college or training; preparing for retirement; caring for older family, caring for children; leisure time focused on friends and social life, causes, etc.)

Employee Journey Stage

- Talent Acquisition (Recruit, Hire)
- Talent Development (Onboard, Develop, Perform)
- Total Rewards (Support, Reward, Transition/Exit)

Values (e.g., family, friends, social, cause-oriented, career, work-life balance)

Identity (could include generational alignment, racial/ethnic identity, gender, etc.)

GOALS

Based on the persona information on the previous page, what could you add to this individual's professional and personal goals, as well as a few motivations and frustrations?

- _____
- _____
- _____

MOTIVATIONS	FRUSTRATIONS

BRAND AFFINITY

Are there any products or other brands that this persona could prefer? Knowing them could help you learn about how to approach them in your positioning.

- _____
- _____

POSITIONING STATEMENTS

Now, write one positioning statement in each column to highlight your total rewards for this persona.

PHYSICAL	EMOTIONAL	SOCIAL	CAREER	FINANCIAL

What's Next?

Take this worksheet back with you to help guide your next steps to refine more tailored total rewards messaging and visuals.

- How will you craft EVP messages aligned with prioritized personas?
- What actions will you take to capture and keep the interest of personas you prioritize?



THE BIG 3: WHAT CANDIDATES WANT TO KNOW

1. About the position
2. About the organization
3. WIIFM

This is information people will get **without talking to you**. Think of this as your curb appeal. Put this information front and center!

Hint

If you want good information, conduct stay interviews and ask your employees what they think!



SAMPLE PERSONA



Catalina

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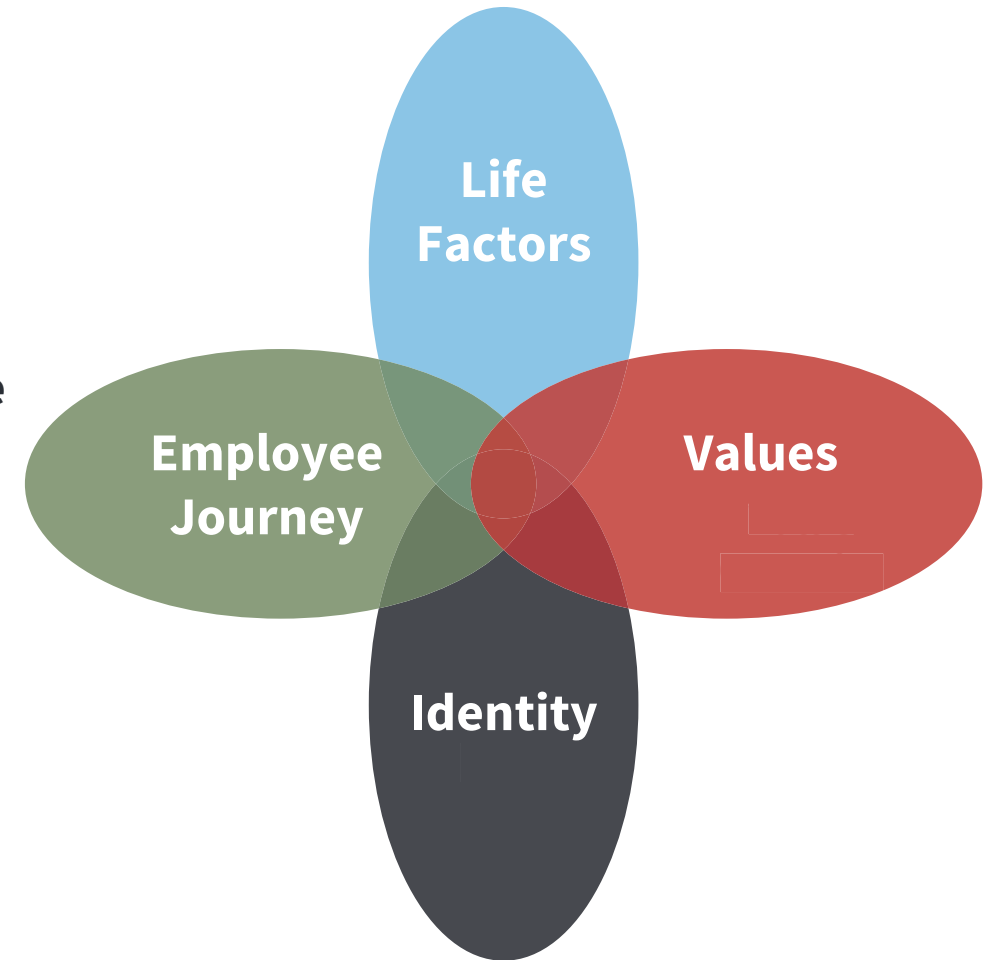
- Unreasonable demands from current principal that take the joy out of teaching
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SHARE-OUT & WRAP-UP



CHECKLIST OF NEXT STEPS

1. Use **stay interviews and exit interviews** to collect information to inform total rewards and your EVP
2. **Ask managers** about the types of top goals, hopes, frustrations, and motivations their direct reports have
3. Take the time to **build personas and positioning language** based on the combination of factors influencing employee preferences
4. Work with managers to **test-drive the personas** and fine-tune them
5. Use personas to **inform messaging and visuals** used to communicate about total rewards with potential, new, and ongoing employees
6. Prioritize **inclusion** in total rewards





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THANK YOU!