
2021: The rise of the Employee *Connection* Proposition (ECP)

Speaker: Glenn Martin

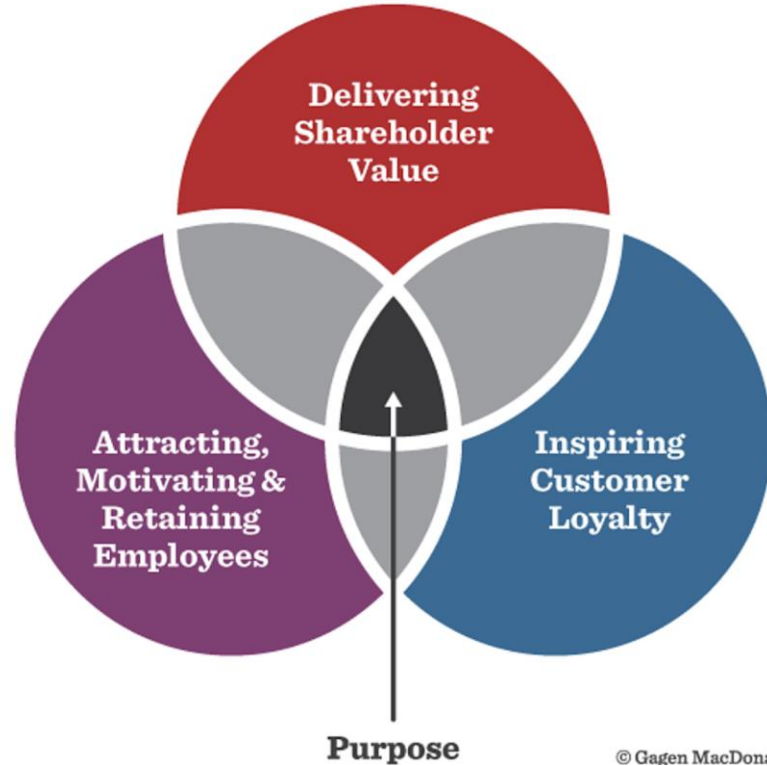
The Employee Value Proposition

Employee Value Proposition (EVP) is usually defined as a **set of monetary and non-monetary benefits provided by an organisation to its employees**, in return for the skills, capabilities, and experience they bring and the contributions they make to the organisation.

**Why should a highly talented person
chose to work for your company?**

Ref: smarq blog, 2019

The Purpose of the Employee Value Proposition



Source: *Employee Value Proposition*, Gagen MacDonald



Central Pillars



What has changed?...

Global social distancing and lockdown measures

The World Health Organisation - 2020

40% of those currently working in the EU began to telework fulltime as a result of the pandemic.

The European Commission science and knowledge service - 2020

EU area unemployment rate at 8.4%

Eurostat - the statistical office of the European Union - December 2020

**the Employee *Connection*
Proposition (ECP) - v1.0**

Employee *Connection* Proposition versus Employee *Value* Proposition

2020 has changed the definition of *traditional working practices* and companies need to re-contract with their employees and present a compelling proposition for them and potential new employees.

So how relevant is the question, “***Why should a highly talented person chose to work for your company?***”

Employee *Connection* Proposition

For your existing employee: 'how will I *feel* and be *treated*, if I *chose* to remain working for you?'

Employee *Connection* Proposition

For your potential new employee: 'how have you *treated* and *cared* for your existing employees during the last 12-months?'

Founding principles - v1.0

Choice

I want to choose how/where I work and I want my company to focus on my outcomes

Communication

Are we using the right tools to foster deep and meaningful business relationships

Growth

Are you offer training, development and opportunities to upskill?

Values

Do we live our values and how intentional are we regarding diversity, equity and inclusion

Security

Is the business economically stable

Support

How will you support my mental health and well-being

Getting started - v1.0

Employee Engagement Surveys

Simply put, are you - as a business and leadership team - asking the questions that are important to your employees?

Start with '*how would you feel about...*' as opposed to 'we have decided to offer...'

Individual and group sessions

Either the leadership team or HR can conduct user research-style 1-2-1's or team/group sessions with employees to further *understand their needs, potential concerns* and *ambitions*.

Start with '*we want your input on...*' as opposed to '*we have the following options...*'

Career pathways

Re-skill, up-skill and *pursue new career pathways* through a combination of e-learning and project-based career experiences.

Start with '*what career goals do you want to achieve?*' as opposed to '*your next step is...*'

Attracting new talent

More emphasis on 'awareness', 'consideration' and 'interest' as different questions will need to be answered such as:

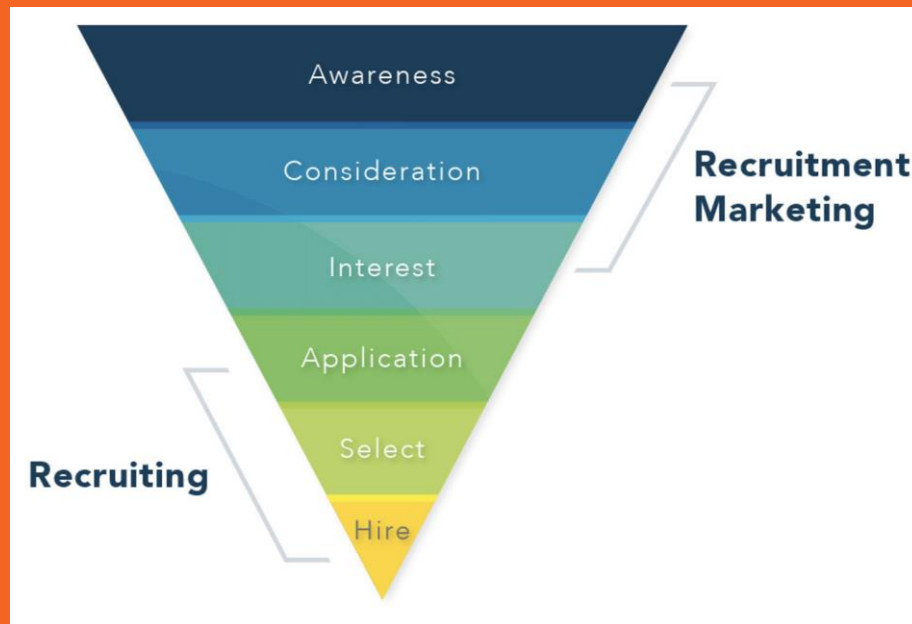
Flexible working policy

Return to the office policy

Mental Health and Wellness initiatives

Remote on-boarding experience

Technology use to address unconscious bias training



The *value* is in the *connection*
