



Fratzke

How to Develop a Human-Centered Employee Value Proposition

Attract top talent and increase employee engagement and retention with a human-centered employee value proposition (EVP).

FRATZKE RESOURCE



What is a

Human-Centered Employee Value Proposition?

An employee value proposition (EVP) is a clear message that resonates internally with employees and externally with potential candidates that clearly defines the value and benefits of work for your brand.

The Human-Centered EVP Is Here

Historically, EVPs have had five defined elements: Compensation, Benefits, Career Growth, Employee Experience and Culture.

These elements still play a role within effective EVPs, but following the pandemic, the relationship between employees and work has evolved.

Employees now expect to have a more positive, life-giving experience at work that fulfills their desire for meaning and respects their needs, in addition to providing the previous standards of pay, benefits and growth.

Instead of a work-centered or employee-centered approach, it's important to transition to human-centered ways of thinking to meet the needs of our evolving workforce.

It's not enough for brands to deliver an exceptional work experience, the focus needs to be on delivering an exceptional life experience.

Human-Centered EVP Framework

Our Human-Centered EVP Framework includes five key elements:

Shared Purpose - Develop a shared purpose that is unique to your organization.

Work Flexibility - Providing flexibility scheduling, work location and role autonomy.

Growth & Development - Invest in your employees personal and professional growth

Personal Well-Being - Provide a culture and programs that support employees' mental, emotional and physical health.

Connection & Belonging - Create opportunities for connection and belonging inside and outside of work.



Develop a Human-Centered EVP in 5 Steps

1. Gather Feedback from Employees

In order to develop a human-centered EVP, it's important to start with understand what your employees value (and dislike) about their experience with your company via an employee survey, focus groups and interviews.

2. Audit Your Employer Brand

Audit your employer brand across external platforms (website, social media and third-party job search sites) to better understand external perceptions of your EVP and identify strengths and opportunities. It can also be helpful to analyze employee reviews for key themes and sentiments.

3. Learn From Your Competitors

Identify at least 2-3 competitors and analyze how they communicate their EVP across external platforms so that you can identify key learnings and areas of opportunity when defining and communicating your EVP.

4. Define Your EVP Drivers & Messaging

Using the human-centered EVP drivers we've outlined, define how your culture, programs and benefits provide value to employees within each area. Create an overarching tagline and key messages that resonate with your target audience and clearly communicate your EVP.

5. Communicate Your EVP Internally & Externally

Define an action plan to communicate your human-centered EVP across internal and external platforms. This should include any efforts that are needed to operationalize, launch and sustain your EVP to attract talent and drive employee engagement.



Need help developing your human-centered EVP?

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