

CHRO Today Executive Network



Creating a Meaningful Employee Value Proposition

based on his recent CHRO Corner interview:

<https://www.hrotoday.com/hr-strategy/chro-corner-driving-positive-change/>



Paul Gregory
Chief People and Culture Officer
Securionix
pgregory@securionix.com

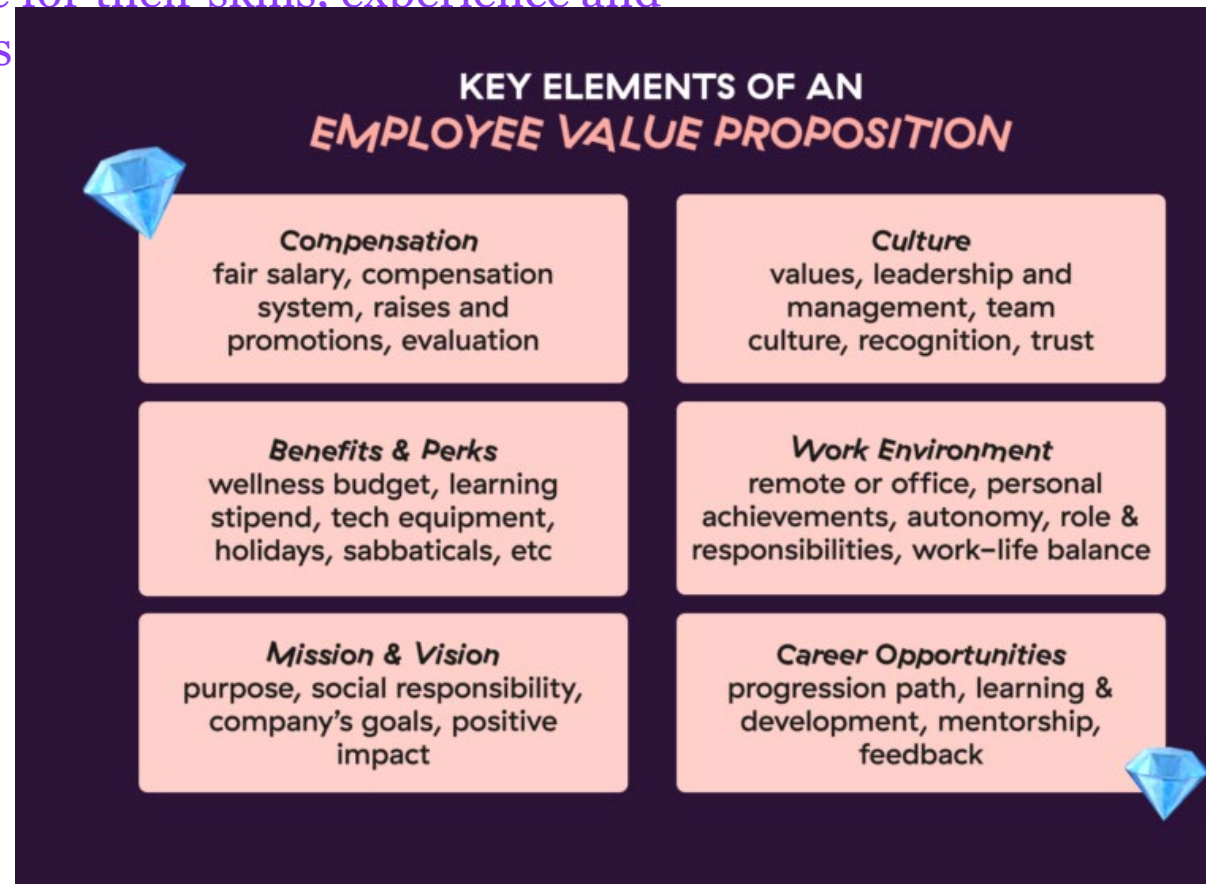
securonix

Employee Value Proposition

What is an Employee Value Proposition (EVP)

What Is an Employee Value Proposition?

An employee value proposition (EVP) is a statement from a company outlining its value as an employer, and what it can offer employees in exchange for their skills, experience and commitment to the business



The importance of a good EVP

- **It is more than just a marketing exercise – these programs can help:**
 - reduce employee turnover
 - improve profits
 - provide for and enhance the employee experience
 - improve the employer brand / creates a competitive advantage in the TA space
 - build and foster an inclusive workplace
 - more engaged employees
 - boosts performance of the workforce
- An EVP is essential for attracting and retaining top talent. By prioritizing employee satisfaction, cultivating a healthy “culture” and aligning with your employees’ values and aspirations, you can create an EVP that sets you apart from the competition.

Mission: Securing the world by staying ahead of cyber threats

Winning As One Team

We work together with universal respect to achieve outcomes with speed.

We are inclusive and embrace our diverse strengths.

We make things happen, grow and celebrate together.

Customer Driven Innovation

We never stop innovating to create value for our stakeholders.

We innovate best when we are empowered and engaged in our work.

We operate through high-

Employee Value Proposition

quality service and trustworthy interactions.

We are creating an environment where our employees secure the data, business and integrity of companies around the world by staying ahead of cyber threats.

At the same time, we are creating a diverse and fun environment where our employees can be themselves and do their best work while not missing out on important life events and focusing on their

Agility For Action

We embrace change and adapt changing opportunities and challenges.

We are unified in our purpose and objectives amidst change.

Developing an EVP

Knowing what employees want and value is the foundation of a successful EVP. However, employers cannot assume that they know which parts of the employment package employees view as the most significant. A perception gap can result in a weak EVP.

What is the current offering?

Understanding what your company branding currently is and what it stands for/sounds like - and what you actually do is the starting point. What core elements are ticked off in your own business? Do you have a great remuneration package but very little else? Go through that list and tick off what applies to your business. Remember to be very objective at this part of the process.

Ask Your Employees

The most successful EVPs are built on the specific wants and needs of workers at a particular organization. Employers should collect data from current employees using employee satisfaction, engagement, stay and exit [surveys](#) to find out what is important to them and what they value at work.

Identify and Define the EVP

Evaluate your findings, look at what really stands out to you. This is what will help to attract and retain your top talent. Think about your target candidate as well, what language are they going to use and understand? What is attractive to them?

EVP v Employer Brand

EMPLOYEE VALUE PROPOSITION (EVP)



EVP is the *promise* you make to your employees in return for their commitment to your company.

vs.

EMPLOYER BRAND



Employer brand is the *reputation* you have among candidates and in the talent market you seek to reach.

securonix

2024 – The Future of Work



The Fundamentals

Productivity

Flexibility

Collaboration

Talent First

(not location based)

Work/Life Balance

The Future of Work

- Effective immediately, we are moving to a much more flexible approach to where you work (*) and are removing the prior “corporate-wide mandated days in the office”, with some exceptions; which will empower functional ELT leaders to decide as they see fit.
- We believe that the advantages that this approach affords to you our employees from the perspective of managing your life while being as productive as possible are game changing.
- We will continue to have office space made available in the current locations but we have begun a project to rationalize what the real estate footprint looks like in each place to fit the needs of the business
- ELT will have the ability to adapt this approach where they feel it is important for the productivity of their functions in achieving the overall strategy of Securonix
- This new approach will allow us to hire and retain top talent across the globe
- Reduced spend on real estate facilities, and the accompanying costs of running those offices, will allow us to redirect the savings to reinvest to other areas to drive growth

* All current employees will continue to be tied to the location in their offer letter / employment agreement. Per HR policy, any change of location (in country and outside your home country) requires CHRO and ELT approval.

The Future of Work – The Benefits of Our Approach

The Business

- Greater flexibility means greater diversity: enables us to hire a more diverse workforce
- We can hire top talent regardless of where they live
- Will allow for broader global coverage in servicing clients and derisks the business in the face of political and/or socio-economic crises
- Increased savings on office costs / relocation costs / immigration costs

The Employee (EVP)

- Greater flexibility leads to greater productivity and a much better work/life balance
- Less stress caused by commuting, mandated hours of work and expenses related to getting to an office
- Allows our employees to not miss out on important family events
- Ability to more effectively manage your time without worrying about office hours

The Future of Work – Making It Work

Company / Executive Leadership Team / Managers

- Practice what you preach – be the benchmark of how to operate in a flexible Future of Work environment
- Clearly define and communicate expectations on working hours / need for in-office attendance
 - be cognizant of the global footprint of our workforce. A time that works for you may not work for your peers/colleagues in another country/location
 - allow employees to decline meetings that are outside of “normal” hours
 - manage by results NOT time spent “in office”
- Create learning resources and tools to most effectively leverage this new working model
- Drive more targeted communication methods / processes / documenting to enhance remote collaboration
- Create a culture of remote collaboration through “informal” communication channels
- Performance management is key critical in this environment – regular check ins with your staff and feedback sessions on how the employee is doing and how you as a manager are doing

Employees

- “Don’t take the biscuit” – this new Future of Work strategy will only flourish in an environment of trust, empowerment and leaning in
- Ensure communication with your manager / colleagues. Remote does not mean “off the grid”
- Practice self-preservation: focus on your well-being and mental health. Adapt your schedule to remove some of the stresses caused by commuting / office environments. Be transparent.