

THE HOW TO GUIDE TO T.A.R.S. TALENT ACQUISITION & RETENTION STRATEGY

EMPLOYER BRAND AND EMPLOYEE VALUE PROPOSITION



RIPPLE
TRAINING & DEVELOPMENT

TRAINING & DEVELOPMENT BECAUSE IT COSTS
LESS TO RETAIN THAN GAIN TOP TALENT

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INTRODUCTION

Every business starts with the basic objective of first becoming operational and surviving and then moving through into a position of thriving as a desirable, sustainable, and resilient entity.

If the business intends to be an employing entity the leaders must ensure they have a well-designed Employer Brand and Employee Value Proposition as two critical components of its talent acquisition and retention strategy (TARS) of which there are 11 components in all.

Both the EB and EVP need to be well designed, current, and able to suitably position the business within the marketplace.

CHAPTER 1

The importance of an Employer Brand and Employee Value Proposition

There are 2 key statistics that demonstrate the critical nature of an EB and EVP to the sustainability and resilience of a business.

- 92% of employees will readily move to a business considered to have a better EB and EVP
- 95% of candidates identify a company's reputation as a key consideration when exploring new career opportunities.

CHAPTER 2

What is an Employer Brand and Employee Value Proposition

Whether you have intentionally designed your EB or have allowed the market to design it for you every business has one and it reflects what employees and customers truly think about the business and what they tell their friends and family about it.

If a business's EVP has developed organically rather than been intentionally designed, it will almost certainly be lacking important elements and contain damaging inconsistencies.

CHAPTER 2

EMPLOYER BRAND

Your EB:

- describes your reputation as an employer
- reflects your employee experience and retention values
- markets your business to prospective talent

EMPLOYEE VALUE PROPOSITION

Your EVP identifies the benefits an employee can expect in exchange for the skills, capabilities, and experience they bring to the table. It is an exchange where the needs of a business talent meet.

CHAPTER 2

When your EB and EVP are combined, they help a business attract top talent raising the talent bar of the business and keeping its talent engaged and retained especially in highly competitive job markets.

An EB and EVP also help talent and customers differentiate one business from its competitors and helps them find points of relatability e.g. We are committed to a sustainable future and to improving the social, economic and environmental well-being of the community.

CHAPTER 3

How to create an Employer Brand and Employee Value Proposition

To create your Employer Brand and Employee Value Proposition follow these 9 steps:

- Engage a service provider like Ripple to guide you through the process from an analytical unbiased position. A provider will help keep you focused and offer new perspectives and elements for consideration.
- Survey your employees to understand your existing EB and EVP. The weak areas will identify opportunities for development and the strengths will identify areas that simply need approval that

CHAPTER 3

they are in keeping with the business's vision and values. The results will also give you a baseline to measure future outcomes against. You can also survey suppliers and customers to gain further insights and add depth and detail to your EB and EVP.

- Build a strategic team comprised of your service provider, managers and leaders and your marketer if you have one. Each team member will offer a different perspective and highlight important considerations and challenges.

CHAPTER 3

- Review your company's values and vision ensuring they are current, relevant and appeal to your employees. Only 28% of employees feel fully connected to their company's purpose and this is an opportunity to address this.
- Review your employee DEI (diversity, equity, inclusion) positioning. A DEI has the capacity to connect a business to a broader talent and customer base.
- Define the story you want your employees and customers to share about your business. Be specific and authentic.

CHAPTER 3

- Identify how you want the business to stand out from competitors. Consumers have become very aware of how businesses value their employees so being touted as a top employer might be a suitable business story.
- Document your EB and EVP demonstrating commitment and providing a reference for current and future employees.
- Formally share your EB and EVP with your employees to assess their potential engagement with it remembering your employees have the potential to be your most loyal and vocal Brand Ambassadors.

CHAPTER 3

EVPs of well-known brands

HUBSPOT

“We’re building a company people love. A company that will stand the test of time, so we invest in our people and optimize for your long-term happiness.”

GOOGLE

“Do cool things that matter.”

PWC

“From empowering mentorships to customized coaching, PwC provides you with the support you need to help you develop your career. You’ll work with people from diverse backgrounds and industries to solve important problems. Are you ready to grow?”

CHAPTER 3

NIKE

“We lead. We invent. We deliver.
We use the power of sport to
move the world.”

L'OREAL

“Lead the future of Beauty. When
you love your work and the people
you work with, amazing things
can happen.”

CHAPTER 4

3 common barriers of creating an EB and EVP

Like many things in business your EB and EVP will prove most valuable in times of crisis so the best time to develop them is now.

- **Lack of resources** - Time, money, and manpower are common reasons given for not developing an EB and EVP but we must remember that these are the very resources that will become more stretched in times of crisis with when your EB and EVP are most needed e.g. the retention of top talent in an economy of full employment.

CHAPTER 4

- **Management/employee resistance** - This is a clear indication that your EB and EVP require attention a way to communicate this to management and gain their compliance is critical.
- **Staff won't complete feedback surveys** - There are numerous ways to capture feedback and that will also offer anonymity e.g., Mentimeter.
- **Employee Ambassador & Alumni Programmes** - Will position your business ahead of the curve.

CHAPTER 5

A well-designed TARS will elevate the business's employer, employee, and customer experience.

It will also protect the business's sales and profit margins.

Each month in 2023 Ripple will deliver free resources guiding you through the 11 key components of your business's TARS design and development.

If you would like to expedite this reach out to us to discuss our training and consultancy services that will get you started today.

WOULD YOU LIKE OUR HELP?

We are always here for you so we invite you to 'experience the effect' today.

RIPPLE

TRAINING & DEVELOPMENT

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