

## Crafting an Effective & Enduring Employee Value Proposition



“The most successful companies prioritize not only their customers but also invest in the well-being of their internal workforce. A workforce that is content, involved, and empowered plays a pivotal role in elevating an organization from mere success to true transformation.”

In contemporary times, we are navigating a unique convergence of influential factors, unlike any other period in modern history.

As business leaders we are coping with the need to improving employee experience, enhancing the skills of the workforce, expediting digital transformation, and comprehending and integrating a younger generation of employees with distinct values. We are now dealing with myriad metrics ranging from workforce productivity to agility.

Business leaders have indeed made substantial efforts, including increased investments to improve the work environment, create work-life balance and enhance the employee experience. Employees are dedicated, striving to fulfil their responsibilities by working diligently and adapting to changes such as layoffs, reassignments, and shifts in work dynamics. They have endured stress and burnout, not only from work challenges but also from the broader global events of the past few years. Despite their resilience and productivity, employees feel that they are not always seeing a return on what they've put into the system.

To get this equation right, business leaders must expand their vision for the employee deal.

The employee deal extends beyond mere compensation and rewards. It also includes elements such as skill development, a sense of purpose, fairness, inclusion, cultural aspects, and more. This comprehensive employee deal encapsulates the entirety of the employee experience, incorporating considerations of health, financial well-being, and long-term career aspirations.

In the past the foremost issues was pay, most recently it has been flexibility i.e. remote & hybrid work. While compensation is the easiest lever to pull, but it can be easily imitated by competitions and their impact on employee retention is the least enduring.



A more effective strategy exists, one that enhances recruitment and employee retention. This approach redirects the attention of both leaders and workers from immediate desires to the essential elements required for constructing a prosperous and enduring future for both the organization and individual contributors.

**It is designing and implementing an attractive employee value proposition.**

So how do you create a unique value proposition for your employees. Here are the four elements that you need to consider to establish a systematic approach as follows: -



Note: The above 4 elements are adapted from works of Mark Mortensen & Amy C. Edmonton.

**Tangible Benefits:** This includes compensation, physical office space, location, commuting subsidies, computer equipment, flexibility, schedules, and perks.

**Creating Growth & Development Opportunities:** This includes all the ways an organization helps employees acquire new skills and become more valuable in the labour market—for instance, by assigning them new roles, putting them through job rotations, offering them training, and promoting them.

**Building your Tribe by developing a sense of belonging to One Community:** This includes the benefits that come from being part of a larger group. They include being appreciated and valued for who you are, a sense of mutual accountability, and social relationships. Their foundation is an energizing culture that allows people to express themselves candidly and engenders a sense of belonging.

**Giving Meaning & Purpose:** This includes the organization's aspirational reasons for existing. They align with employees' desire to improve local and global society. They're the answer to the core question of why employees do the work they do.



The above factors influence and shape the employee experience and varies based on the employee's contexts.

It is noteworthy to know that the above factors includes both short term factors like tangible benefits and medium to long term factors like Growth & Development. Also some needs are experienced at individual level and other at collective level.

As business leaders we need to ensure that while designing the employee value proposition we are not giving undue focus on one or some factors, rather address the factors holistically.

We encourage you to rethink your employee value proposition and redesign it to improve your employee experience and develop an improved work environment.

Call us to know more about how at [Strategea](#) can help you to develop a thriving and sustainable workforce that your business needs.

### **About Strategea:**

Strategea is your trusted partner on the journey of transforming your business into a thriving and scalable enterprise. Our mission is simple yet profound: to guide business leaders like you to realize your growth ambitions, embrace transformation, and accelerate your path to success. We work with our clients to provide holistic and customised solutions in the areas of Organization Strategy, Operations, People and Digital Transformation in order to enhance organizational performance and achieve their aspiration!

Business leaders in India face a favourable growth opportunity both in domestic market & globally. To be able to grow to the next level, business leaders need to find a way to replicate their success in new product categories which they need to enter to grow to next level, reduce their learning curve to develop profitable revenue streams in newer markets, achieve efficiencies while they scale their operations and rally their people around the growth vision & business initiatives.

Strategea brings in the required expertise to guide business leaders on solving the complexities that come their way while scaling and expanding their operations to realise their growth aspiration.

### **Connect with Us:**

We love to hear from you. If you are a business with a rapid growth ambition, don't hesitate to contact us. Let's begin a conversation about how we can help you achieve your goals and set your business on the path to success.

Call us on + 91 9702 875 475 or write to us on [info@strategea.in](mailto:info@strategea.in) and visit us on [www.strategea.in](http://www.strategea.in)

