

Employee Value Proposition (EVP)

Career Development Roundtable

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PwC

Introductions and about PwC

Purpose

At PwC, our purpose is to build trust in society and solve important problems.

People

PwC employs over 220,000 people based in 158 countries.

Services

PwC provides Advisory, Assurance and Tax services to our clients across private and public sectors.

People & Organisation Services

We help clients to implement organisational transformation, improve the effectiveness of their workforce, develop and move talent around their business, and manage their human capital risks. We work from people strategy through to organisational execution.



Agenda for today

- 1. WHAT is Employee Value Proposition (EVP)?***
- 2. WHY is EVP important today?***
- 3. HOW to design EVP?***
- 4. WHERE is it working?***
- 5. Questions***

Who has heard of EVP?

Who here works for an organization that has an EVP?

What is Employee Value Proposition (EVP)?



- EVP is a proposition which helps an organization to attract, motivate and retain talent.
- An effective EVP should answer the following questions:
 - why people would want to work for your organisation
 - what you offer them ('give') and
 - what you expect in return ('get')



The '**give**' brings together every aspect of the employment experience, from your organisational **purpose** and **culture** through to **pay**, **working environment** and **development opportunities**.



The '**get**' encompasses what you want from employees including **skills**, **behaviour**, **performance** and **attitude to work**.



- It is the **deal** between an organisation and employee.

What EVP is not?

- Employer brand
- Employee engagement mechanism
- Recruitment strategy
- Demographic profile of staff
- Only formal benefits
- Culture

Why is EVP important today?

1. Competition for Talent

- Top talent is hard to find
- Competition is fierce

2. Demographic Changes

- The workforce is changing
- Millennials have a different work style and different expectations

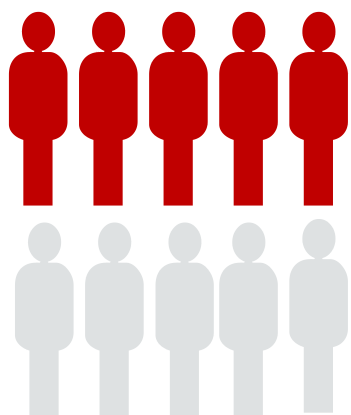
3. Fundamental shifts in the world of work

- Megatrends
- Future of work will be drastically different

Demographic Changes

The size, distribution and age profile of talent is changing and so are their expectations.

Organisations need to prepare for the expectations of the Generation Y



50%
of the global
workforce in
2020 will be of
the Generation
Y*.



*Career development opportunities and flexibility is essential for Generation Y****

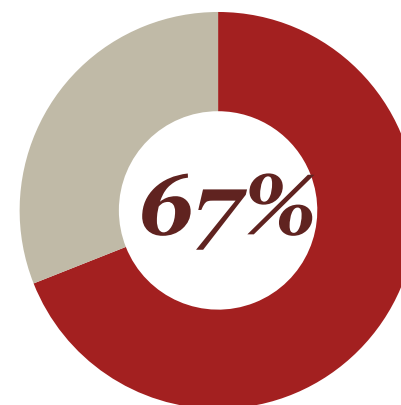


*Work-Life Balance is more important to the Generation Y****



*69% of the Generation Y believe that hierarchical structures limit the potential of the workforce****

Growing importance of social contribution vs. pay attracting talent



The mission of int'l organizations is a clear value proposition to attract and retain talent.

67% of CEOs expect that in 5 years time top talent will rather work for organisations with social values close to their own, vs. 33% who expect competitive pay to be the main attraction

The organisations of the future require a new framing of the EVP to meet emerging workforce needs and expectations in order to unlock hidden value in the employment “deal”.

Fundamental shifts in the world of work



Workforce of the future

The competing forces shaping 2030



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Workforce of the future – key points

1. We are living through a **fundamental transformation** in the way we work.
2. **Automation and ‘thinking machines’** are replacing human tasks and jobs, and changing the skills that organisations are looking for in their people.
3. Many of the roles, skills and job titles of tomorrow are **unknown** to us today.
4. These momentous changes raise huge organisational, **talent and HR challenges** – at a time when business leaders are already wrestling with unprecedented risks, disruption and political and societal upheaval.

Megatrends



Technological breakthroughs
Rapid advances in technological innovation



Demographic shifts
The changing size, distribution and age profile of the world's population



Rapid urbanisation
Significant increase in the world's population moving to live in cities

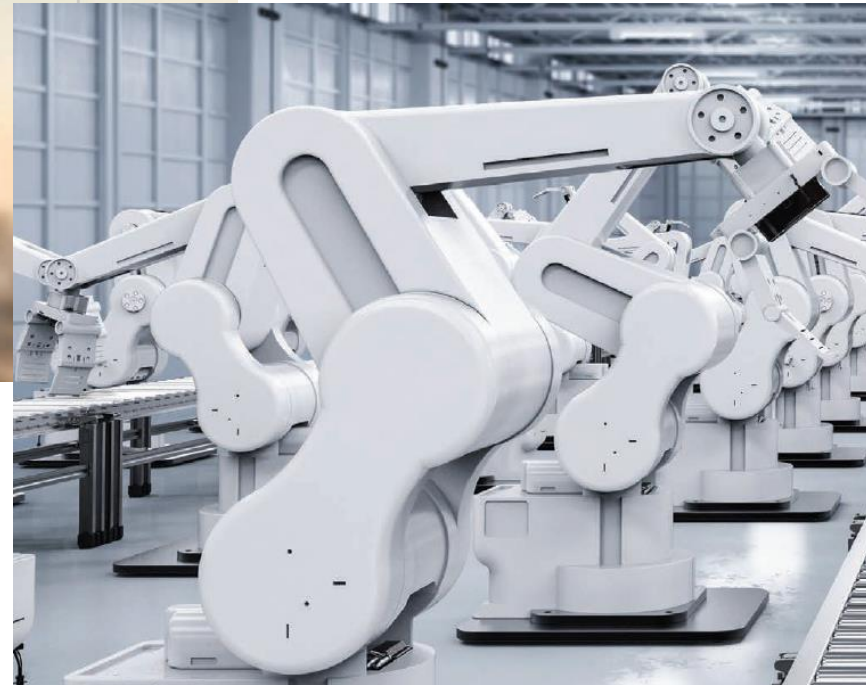


Shifts in global economic power
Power shifting between developed and developing countries



Resource scarcity and climate change
Depleted fossil fuels, extreme weather, rising sea levels and water shortages

Will your job be replaced by one of those?

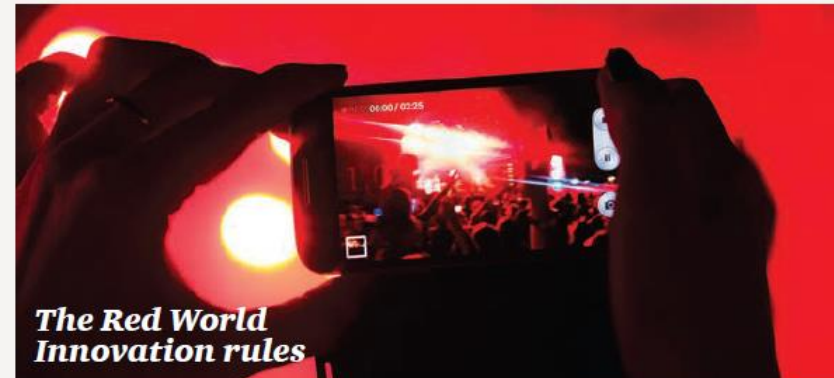


The Four Worlds of Work in 2030

Fragmentation



Social-first and community businesses prosper. Crowdfunded capital flows towards ethical and blameless brands. There is a search for meaning and relevance with a social heart. Artisans, makers and 'new Worker Guilds' thrive. Humanness is highly valued.



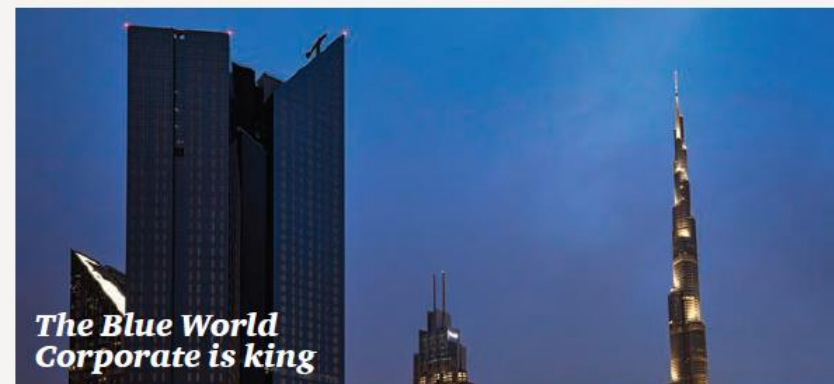
Organisations and individuals race to give consumers what they want. Innovation outpaces regulation. Digital platforms give outsized reach and influence to those with a winning idea. Specialists and niche profit-makers flourish.

Collectivism

Individualism



Social responsibility and trust dominate the corporate agenda with concerns about demographic changes, climate and sustainability becoming key drivers of business.



Big company capitalism rules as organisations continue to grow bigger and individual preferences trump beliefs about social responsibility.

Integration

Workforce of the future – Message to leaders

- 1. Act now*** - This isn't about some 'far future' of work - change is already happening, and accelerating.
- 2. No regrets and bets*** - Plan for a dynamic, rather than static future. Make 'no regrets' moves - but you'll need to make some 'bets' too.
- 3. Make a bigger leap*** - Don't be constrained by your starting point. You might need a more radical change than just a small step.
- 4. Own the automation debate*** - A depth of understanding and keen insight into the changing technology landscape is a must.
- 5. People not jobs*** - Organisations can't protect jobs which are made redundant by technology - but have a responsibility to their people. Nurture agility, adaptability and re-skilling.
- 6. Build a clear narrative*** - Anxiety kills confidence and the willingness to innovate. Start a mature conversation about automation the future.

How to design - Dimensions of EVP

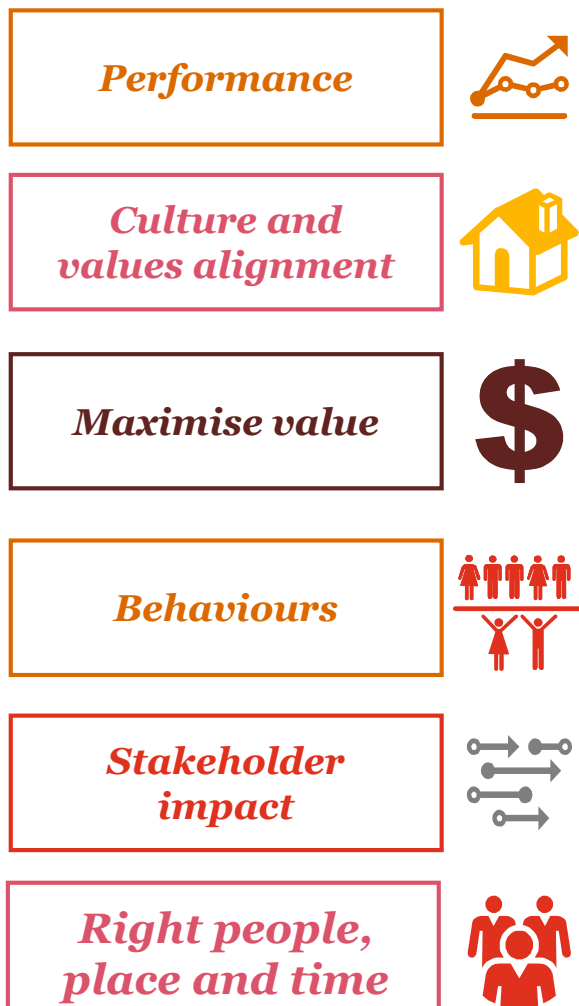
There are four main dimensions which typically influence the employee experience and hence should inform the employee value proposition



How To - Components of EVP

A compelling EVP balances organization and employee needs, creating **the 'deal'**. The employment relationship works in harmony where the needs of both the organisation and the individual are clear and can be met.

What the organisation wants



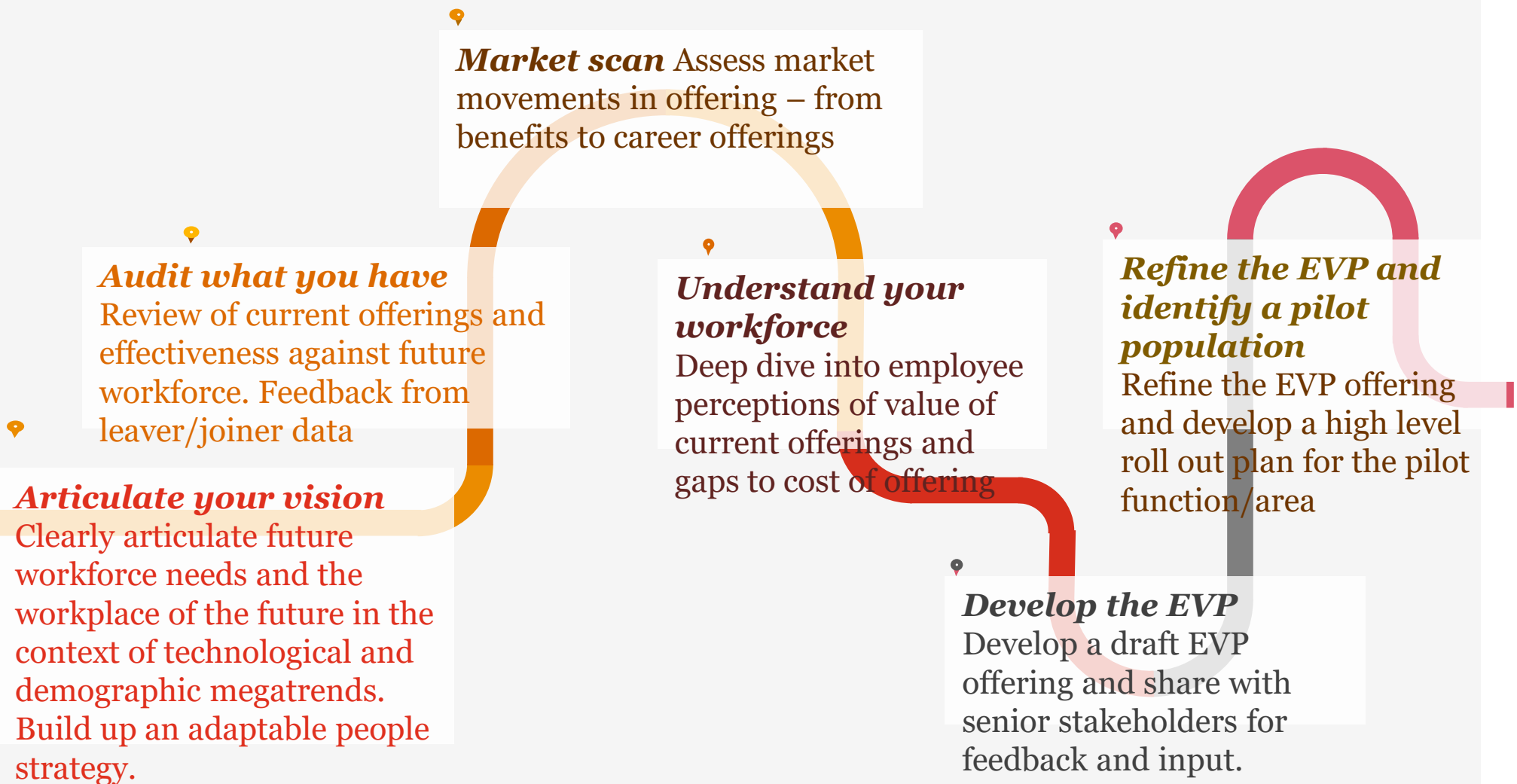
Typical components of the offering



What employees seek



A Roadmap to EVP Change



Example of EVP



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