



ARCWOOD®
BENEFITS | HR | RETIREMENT

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Employee Value Proposition

*The Recruiting and Retention Tool You Didn't
Know You Needed.*



Recruiting is expensive and time consuming. You've sourced, interviewed, and hired the perfect candidate, now you need to find a way to retain them or spend more time and money sourcing the next candidate, and the one after that too.

[Gallup](#) estimates that replacing an employee can cost up to 200% of their annual salary. Even an exceptional recruiting process won't serve your organization if you can't retain your employees; and the path to retention is through an Employee Value Proposition (EVP)

An Employee Value Proposition is a summary of all the perks and benefits an employer offers its employees, and it matters more than ever. A "competitive" salary is no longer enough to buy an employee's loyalty. Modern employees expect organizations to meet more than just their financial needs; a compelling EVP is how modern organizations answer these needs and attract, retain, and engage employees.

What is an Employee Value Proposition?

How can your organization define your EVP? The EVP can be summarized by the three Cs: *Compensation, Culture, and Career Development.*

Compensation

More than just pay, this includes the full employee compensation package: bonuses, insurance benefits, PTO, tuition reimbursement, student loan repayment or education stipends, retirement plans especially with employer matches and fringe benefits.

Pay still matters. If you haven't adjusted your pay rates in the last few years, that's a great place to start. but get creative. Are there unique benefits you can offer to attract your ideal workforce, such as pet insurance, identity protection, wellness programs, childcare benefits, dry cleaning stipends, commuter benefits, or workplace flexibility?

Find out what will enrich or improve your employees' lives and consider ways to provide it.

Culture

Your culture isn't defined by the values on your wall, and it's not ping pong tables in the breakroom. It's what your employees feel the night before their workday. It's whether your employees feel respected and important. Whether they feel fulfilled and recognized.

Many employees are looking for more than just a job, they're looking for a mission driven organization that aligns with their values—an organization that provides meaningful work that they can be proud to work for. A study by McKinsey cited non-inclusive workplaces, uninspiring leaders, and lack of meaningful work as top reasons for employee attrition.

If you're not providing meaningful, inspiring work, your employees will find someone who does.

Career Development

People want to learn and grow. If they can't do it at your organization, they'll do it somewhere else. The same McKinsey study cited that 41% of employees who voluntarily quit did so due to inadequate career development.

But growth is more than titles and pay raises. Career ladders, succession planning, stretch assignments, mentorship or apprentice programs, educational opportunities, and job shadowing are all ways you can provide growth opportunities to your employees without changing their title (or pay), paint a picture of what their future with your organization looks like, AND equip your workforce to meet the future needs of your organization.

Consider what skills your organization will need in 5 years and put programs in place to teach your employees those skills. Not only will you help your employees grow, you'll have an educated workforce that's a competitive advantage to your organization.

What's YOUR Employee Value Proposition?

How does your EVP stack up? Use the following checklist to determine where your organization's EVP excels, and where your opportunities lie.

Employee Value Proposition Checklist

Compensation

- Is your compensation range at least in the 50th percentile of your direct competitors?
- Do you offer the same basic insurance benefits that your direct competitors do?
- Do you offer any unique benefits that your competitors do not?

Culture

- Do you recognize your employees for professional milestones or wins?
- Are your mission, vision, and values clear, compelling, and exhibited in daily operations?
- Is leadership supportive and approachable?
- Is your turnover rate at or below industry average?

Career Development

- Do your employees understand what they need to do to move to the next level within your organization?
- Do you encourage internal candidates to apply to open roles within the organization?
- Do you offer any educational programs to your employees to advance their skills?

Did you answer “no” to any of the above questions? If so, consider enhancing your EVP to attract and retain the top talent your organization needs.

[Contact Arcwood today](#) for a comprehensive Employee Value Proposition analysis and a custom EVP enhancement proposal tailored to your organization.