



Build and Keep Better Teams with Your Employee Value Proposition

Kelcy Fowler & Matt Moore
CoolWorks, December 2022

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At CoolWorks, we believe that a rich and fulfilling life is marked by a collection of experiences with the people and places that we grow to love. For 28 years, we have been honored to help people discover and collect these through the life changing power of Jobs In Great Places®

Matt Moore

Accounting, operations management, finance, marketing, customer support - Matt has put his Business Administration background to use from his first CoolWorks job in a National Park to his current job with CoolWorks!



Kelcy Fowler

CoolWorks Job Seeker...
Turned CoolWorks Employer
Kelcy has been the seasonal job seeker and the HR Manager. In her role with CoolWorks, she's a champion of happiness and joy for all.



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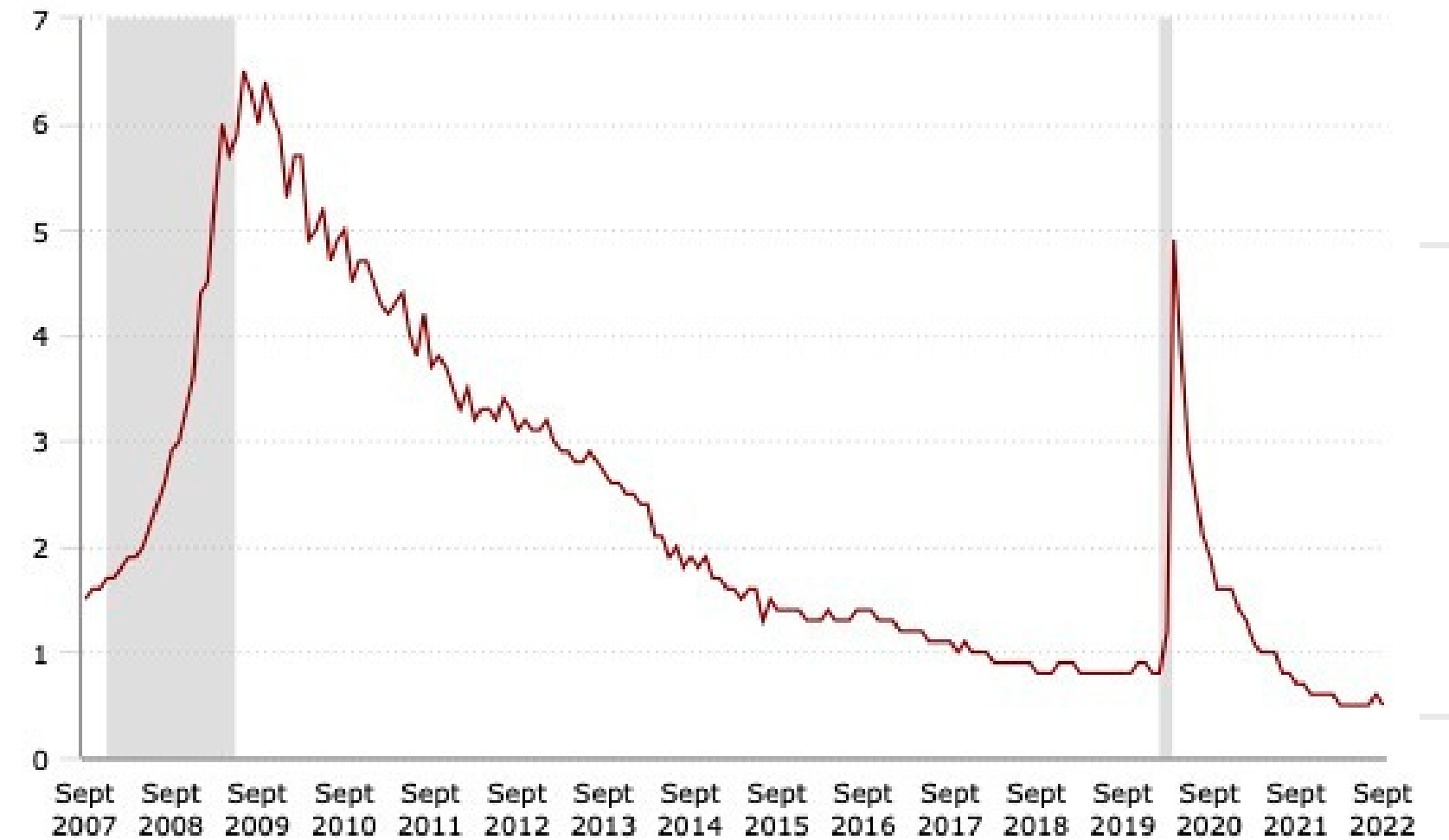
Labor Market in 2022

Data through September 2022

- Unemployment - 3.5%, a 50 year low
- Wage growth - 5.1% YOY
- Roughly 2 available jobs per candidate seeking employment
- In July 2022, remote work listings on LinkedIn (17% of total paid job listings on the platform) drew 54% of applications and nearly half of the views (47%) compared to on-site jobs.

Number of unemployed persons per job opening, seasonally adjusted

Click and drag within the chart to zoom in on time periods



Hover over chart to view data.

Note: Shaded area represents recession, as determined by the National Bureau of Economic Research.

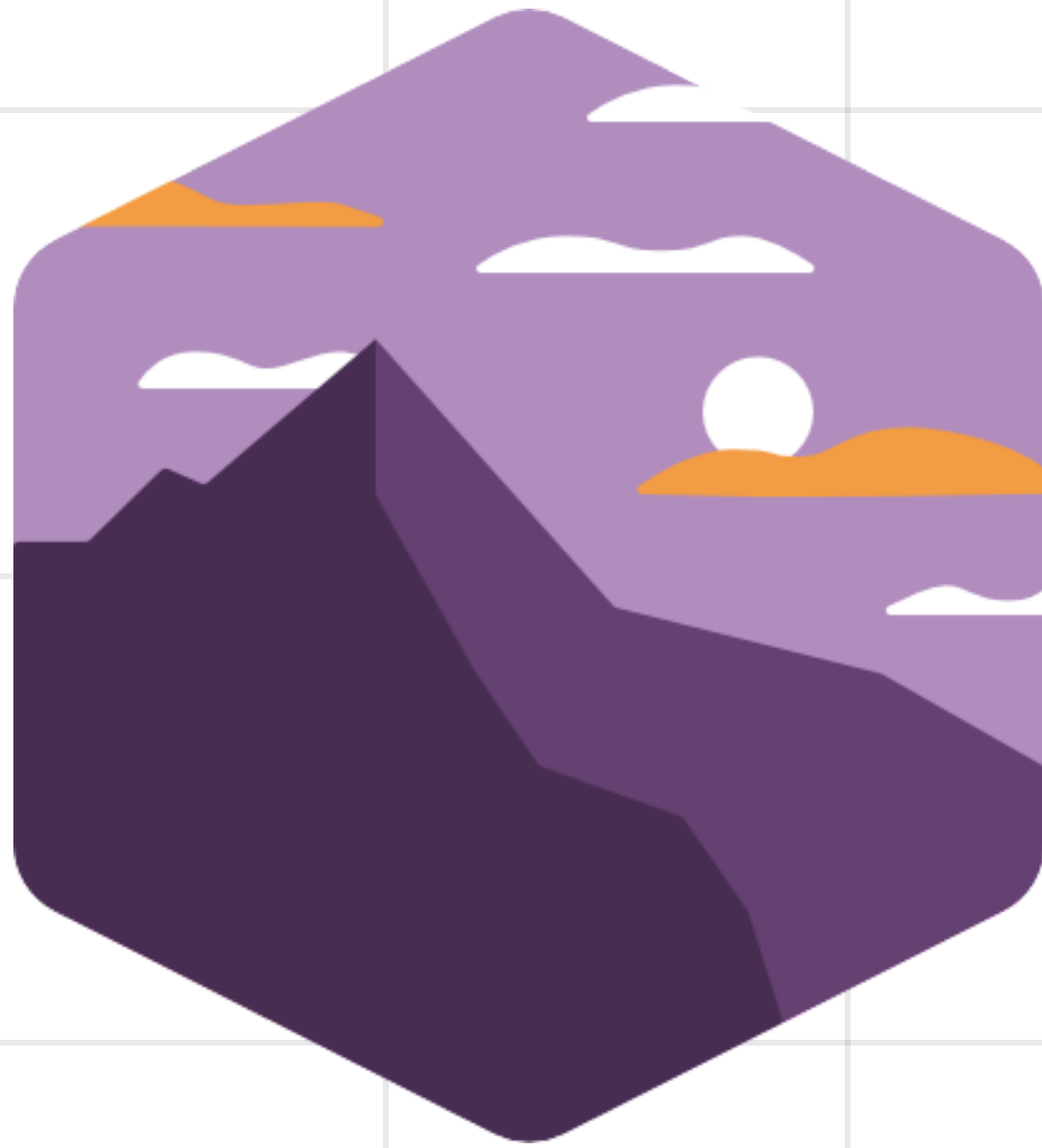
Source: U.S. Bureau of Labor Statistics.

1 "Remote Work Applications Nearly Doubled This Year—And There Are No Signs Of Slowing", Forbes Magazine, <https://www.forbes.com/advisor/personal-finance/remote-jobs-are-rising/>

Why We're Talking about EVP

- Continuous tight hiring conditions
- Candidates / employees are increasingly focused on more qualitative aspects
 - Opportunities for growth and learning
 - Work/life balance
 - Connection to the work they're performing
 - Companies whose culture aligns with their personal values

Today's Agenda

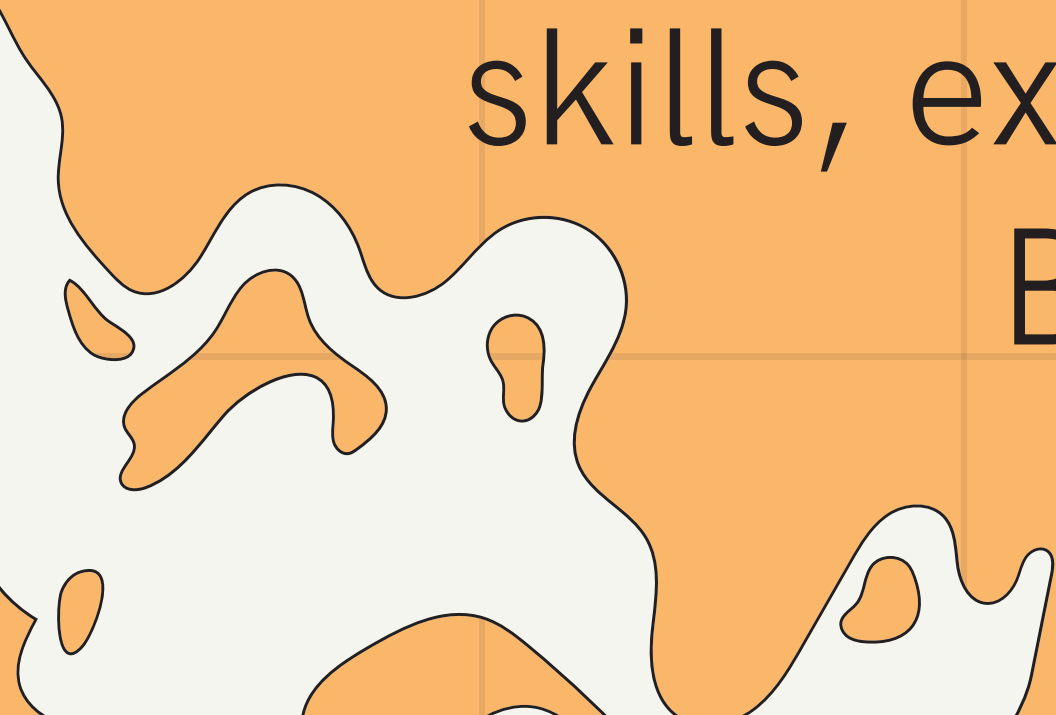


- Intro to Employee Value Proposition
- Defining Values and the Value Alignment Process
- How to Develop and Implement Your EVP
- Reviewing Job Titles/Descriptions for Alignment
- Relationship Building through Onboarding



Employee Value Proposition 101

Your EVP is the set of BENEFITS that are
UNIQUE to your ORGANIZATION which
an employee receives in return for the
skills, experience, and enthusiasm THEY
BRING to your company.



EVP 101

- An EVP should **ILLUSTRATE** why employees are proud and motivated to work at your company
- An EVP needs to be **UNIQUE, RELEVANT, and COMPELLING.**
 - Not great: “Have an adventure this summer!”
 - Better: “Help us deliver an amazing guest experience while we invest in your skills and development!”



Example EVP Statements



"We believe work is more than a desk or to-do list. We believe work can empower a better life." - GUSTO

"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." - HUBSPOT

"You can make a difference by helping to build a smarter, safer, and more sustainable world." - HONEYWELL

"We lead. We invent. We deliver. We use the power of sport to move the world."
- NIKE

What Are Your Values?



--Values vs Beliefs--

Values: The goals your company is pursuing

Beliefs: The path you take to achieve those values

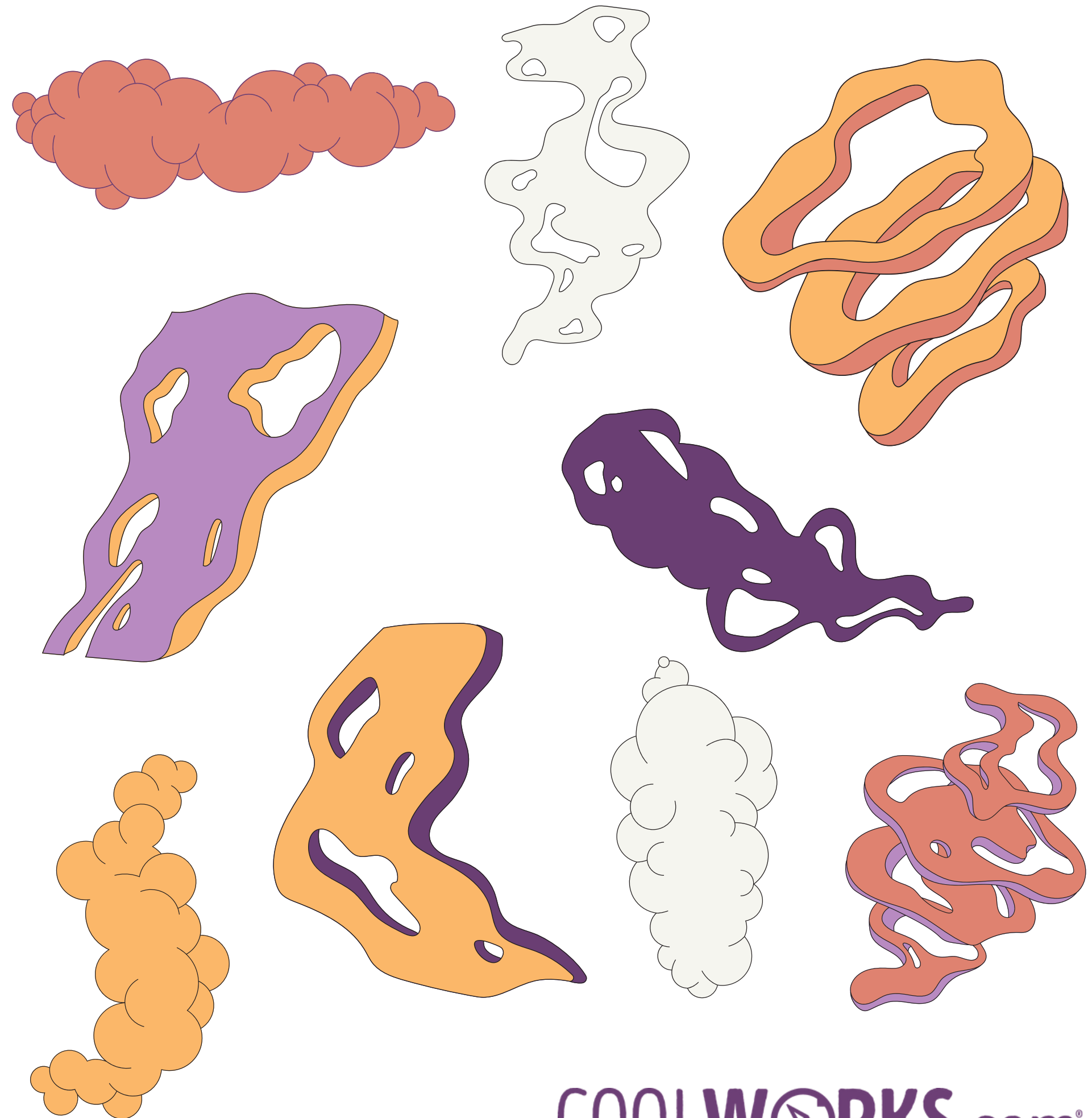


How to Develop Your EVP



Identify Top Selling Points

1. Review your research thoroughly
2. Determine what employees value and appreciate the most
3. Find the overlap with your company's objectives
4. Highlight those aspects which differentiate your company and inspire your team
5. Make sure they convey a realistic picture of working for your company





Implement and Communicate

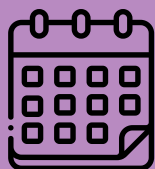
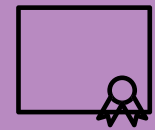
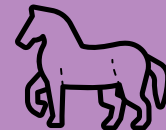
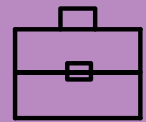
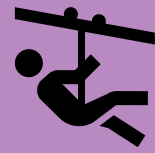
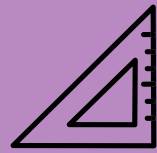
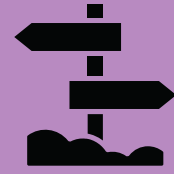
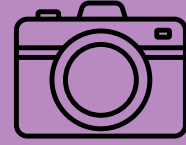
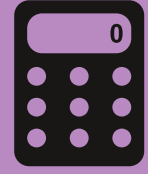
- Communicate your EVP via:
 - Employment advertisements
 - Company employment website
 - The interview process
 - Staff training materials
- Maintain ongoing alignment



Refine, Deliver, Repeat



"Feedback is a gift. Ideas are the currency of our next success. Let people see you value both feedback and ideas." – Jim Trinko and Les Wallace



Review Job Titles and Descriptions

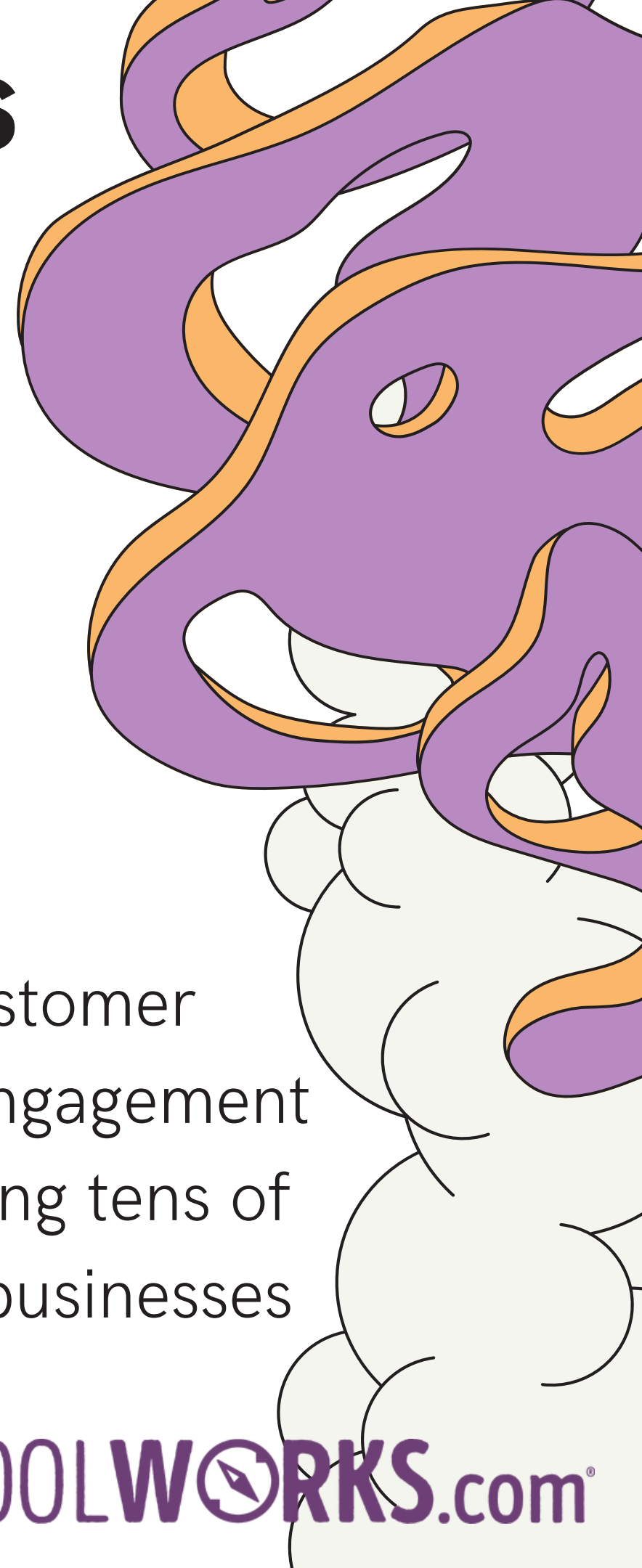
1. Avoid bulleted lists of requirements and prerequisites
2. Integrate your EVP, Employment Brand, and Values
3. Create engaging introductions that speak to why the position is important to your company and how candidates will make a difference.
4. Include how they'll be developed, the skills and experience they'll gain.

Review Job Titles & Descriptions

Example: Customer Engagement

We are looking for support experts who are passionate about providing small business owners with the best customer experience in the world. You will teach our customers about our newest product features and act as their advocate internally to influence our product decisions and roadmap. You'll work closely with a team to help business owners manage their companies more effectively.

The Customer Engagement team is the linchpin of our world-class customer experience. With their passion, insight and customer advocacy, the Engagement team has helped us maintain a Net Promotor Score of 70+ while serving tens of thousands of businesses. We strive to positively influence millions of businesses and hundreds of millions of employees across the country.



Relationship Building Through Onboarding

Follow Up On Every Application

- Same expectations as making a purchase
- One of the top complaints among job seekers is little to no follow up after applying
- Provide a mobile-friendly, online application that delivers friendly, personalized confirmation of receipt; for better tools and communication, use an Applicant Tracking System (ATS)
- Regular communication and engagement starts the relationship off with trust and respect



Planning for Regular Touchpoints

A lot can happen between accepting a job and the season's kickoff. Your onboarding plan should be as thought out and intentional as your recruiting strategy.

Request Open Dialogue

If they feel like there's a respectful and open channel for communication, they're more likely to let you know if their plans change. Wouldn't you rather know then have a no call no show?

Relationship Building Through Onboarding



Relationship Building Through Onboarding

Clear Expectations

Outline expectations and requirements of the job in an official Employment Commitment.

Maintain Engagement

Keep communication regular to maintain interest and engagement for all incoming staff.

Engagement Ideas

Monthly newsletters, online groups, additional paperwork followups or pre arrival onboarding steps.

Project Positivity

Set and maintain the tone that you're excited for them to join your team.

Thank you!

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