



Paris Phoenix Group

Case Study: Employee Value Proposition Program

This is an example of a process we have used successfully with several companies, and tailored the approach.

Business Context

An independent non-profit organization of approximately 150 employees without previous knowledge or measurement of which aspects of the employee experience mattered most to employees. Their need was to understand the employee value proposition (i.e., a clear articulation of what the organization offers their employees in exchange for the work employees do).

Develop Survey Content

Using existing company information and guiding principles, met with the VP of Human Resources to brainstorm internal areas for feedback, as well as include research-supported key drivers of employee value proposition. The primary sections of the survey focused on gathering feedback on satisfaction and importance for various work attributes including, but not limited to, communication, workgroup collaboration, benefits programs, and respect for employees. Understanding what employees value and their satisfaction with different work attributes was the basis for capturing and understanding employee value proposition. An additional section on organizational culture was added because it was also presumed to be very important to employee engagement and company success.

Develop Reports and Feedback Materials

An overall PPT summary was created, as well as a leadership team report in Excel. The primary report depicted organizational and location-level employee value proposition graphs using the importance X satisfaction feedback from employees. This representation provided the organization with a clear sense of the current levels of satisfaction and importance for each work attribute, which was key to uncovering the unique employee value proposition for the organization and a vital component to subsequent action planning.

Deliver Feedback

Results were shared at the organization-level with the VP of Human Resources, who then shared results internally with the CEO and leadership team. We worked together through the results phase to identify deeper dives, such as differences in results related to demographic groups and drivers/root cause analysis. Leaders received reports internally from the VP of Human Resources.



Outcomes

Decisions were made to make changes to various aspects of the benefits program, to invest more in employee development, and to focus efforts on the company's leadership team.

Notes...

Additional extensions can include customized Action Planning materials (ideas for each item/concept in the survey), feedback and action planning workshops, and focus groups to generate ideas and solutions for individual teams to use going forward.

Through customized business solutions, Paris Phoenix Group helps answer complex organizational questions around employee issues. Our consultants focus on understanding how the employee perspective fits into the organizational people system. Each of our customized solutions is founded on a rigorous research approach. This allows us to provide our clients with well-founded and effective solutions to meet their business needs.