

**A DIFFERENT PERSPECTIVE ON THE
EMPLOYEE VALUE PROPOSITION**
WHEN ONE SIZE DOESN'T FIT ALL, HOW CAN
YOU ADD VALUE TO YOUR PEOPLE'S LIVES?

Andrew Drake & Nick McClelland
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INTRODUCTIONS

WHAT ARE WE GOING TO COVER

A DIFFERENT PERSPECTIVE OF THE EVP



1

Defining the EVP

2

EVP in the Benefit & Reward context

3

The modern workplace with modern needs

4

Creating a benefit ecosystem

5

The evolution of Total Reward

DEFINING THE EVP

OFTEN QUOTED, SELDOM DEFINED

Companies that invest in developing and delivering a strong employment value propositions can secure significant talent attraction and employee engagement benefits:



When job candidates view an EVP as attractive, the organisation can:

- Reduce the compensation premium needed to hire these employees by **50%**
- Reach **50%** deeper into the recruitment market to attract passive candidates

Organisations that effectively deliver on their EVP can:

- Decrease annual employee turnover by **69%**
- Increase new hire commitment by **29%**

Source: CEB Employment Value Proposition Survey; CEB analysis

WHEN DOES THE EVP START?

KEY MOMENTS SUCH AS ON-BOARDING HAVE A HUGE EFFECT



New hires who report a positive candidate and on-boarding experience apply **15% more discretionary effort** and are **38% more likely to stay**.



Source: CEB Employment Value Proposition Survey; CEB analysis

REBA TECHNOLOGY RESEARCH 2017

A BACKDROP OF SIGNIFICANT PRESSURES



KEY FINDING:

- There are too many systems!

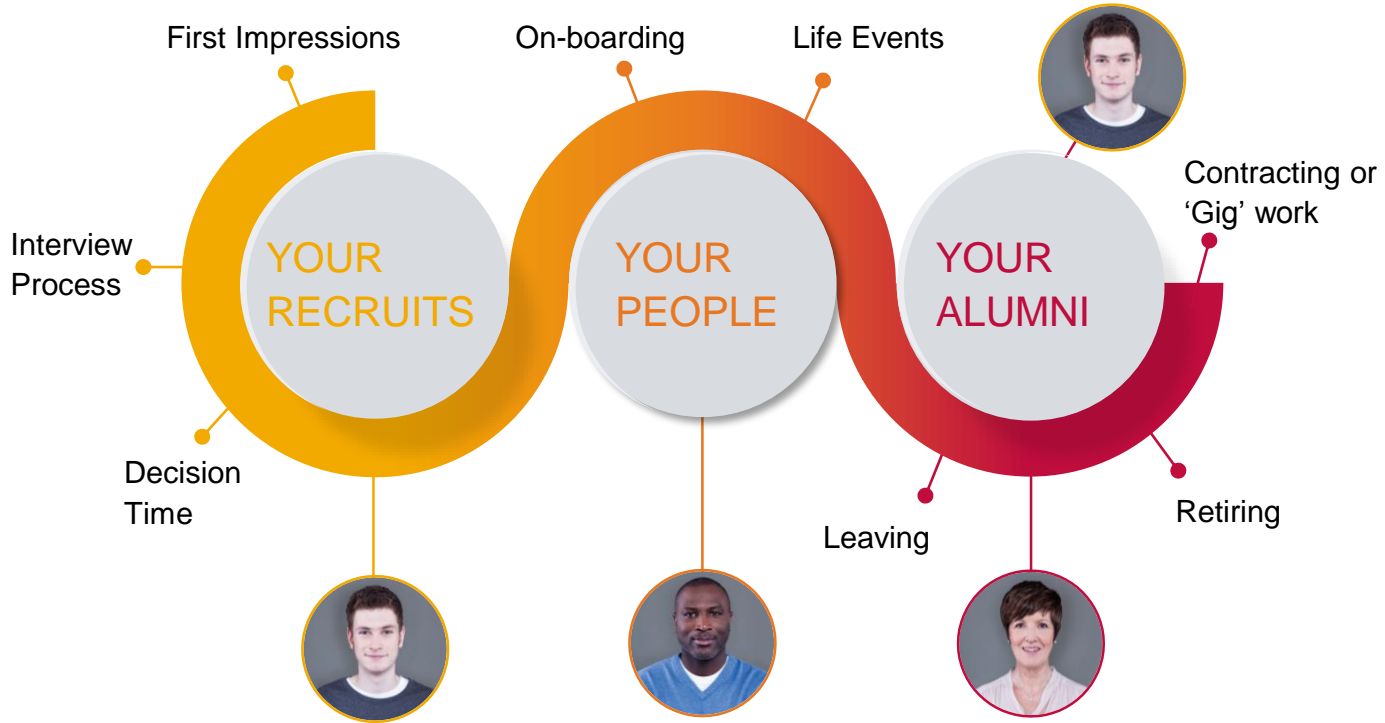
Source: JLT and REBA Innovation Research 2017

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CREATING A REWARD & BENEFIT ECOSYSTEM

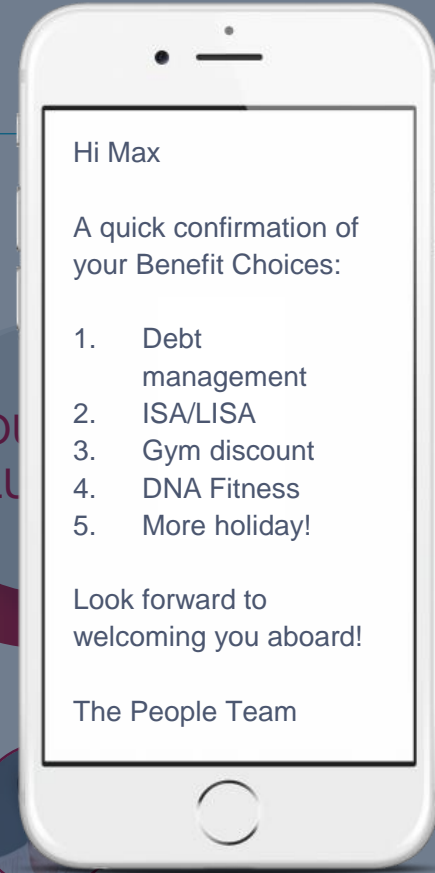
THE PEOPLE JOURNEY

AN ECOSYSTEM BUILT AROUND MOMENTS



THE PEOPLE JOURNEY

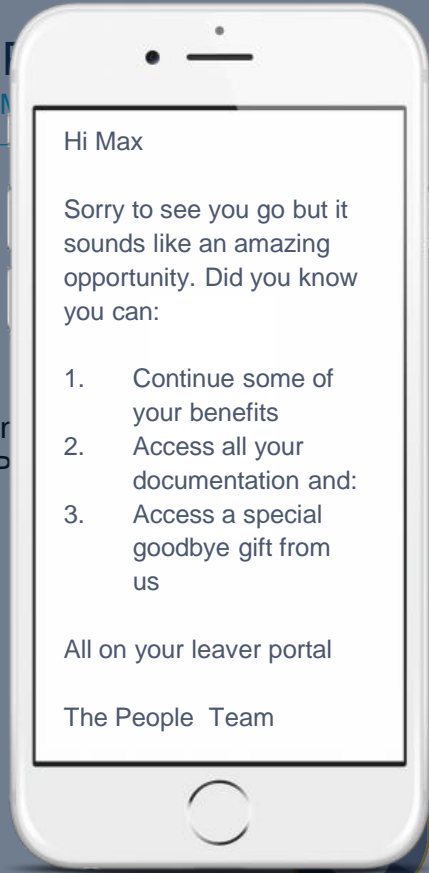
AN ECOSYSTEM BUILT AROUND MOMENTS



THE PEOPLE JOURNEY

AN ECOSYSTEM BUILT AROUND MOMENTS





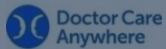
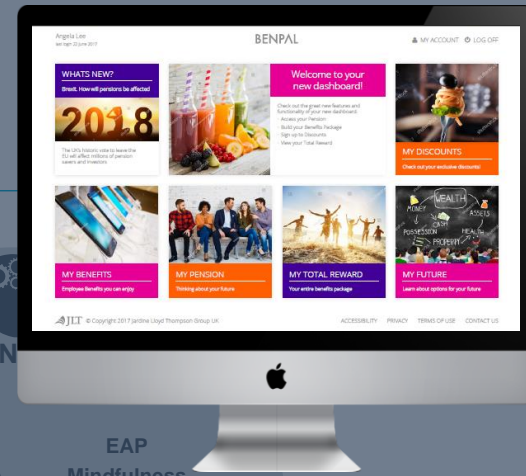
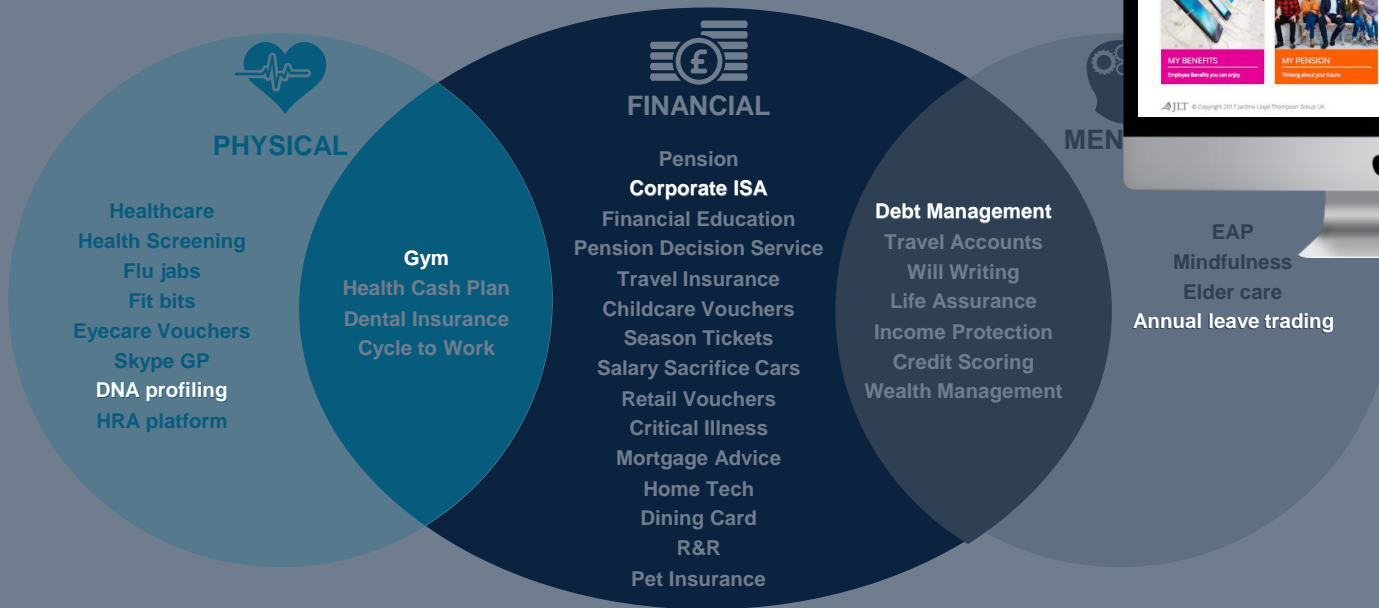
What if I get sick?
I need to access tax documents...
I will need to keep in touch for work.

Looking forward to working for myself



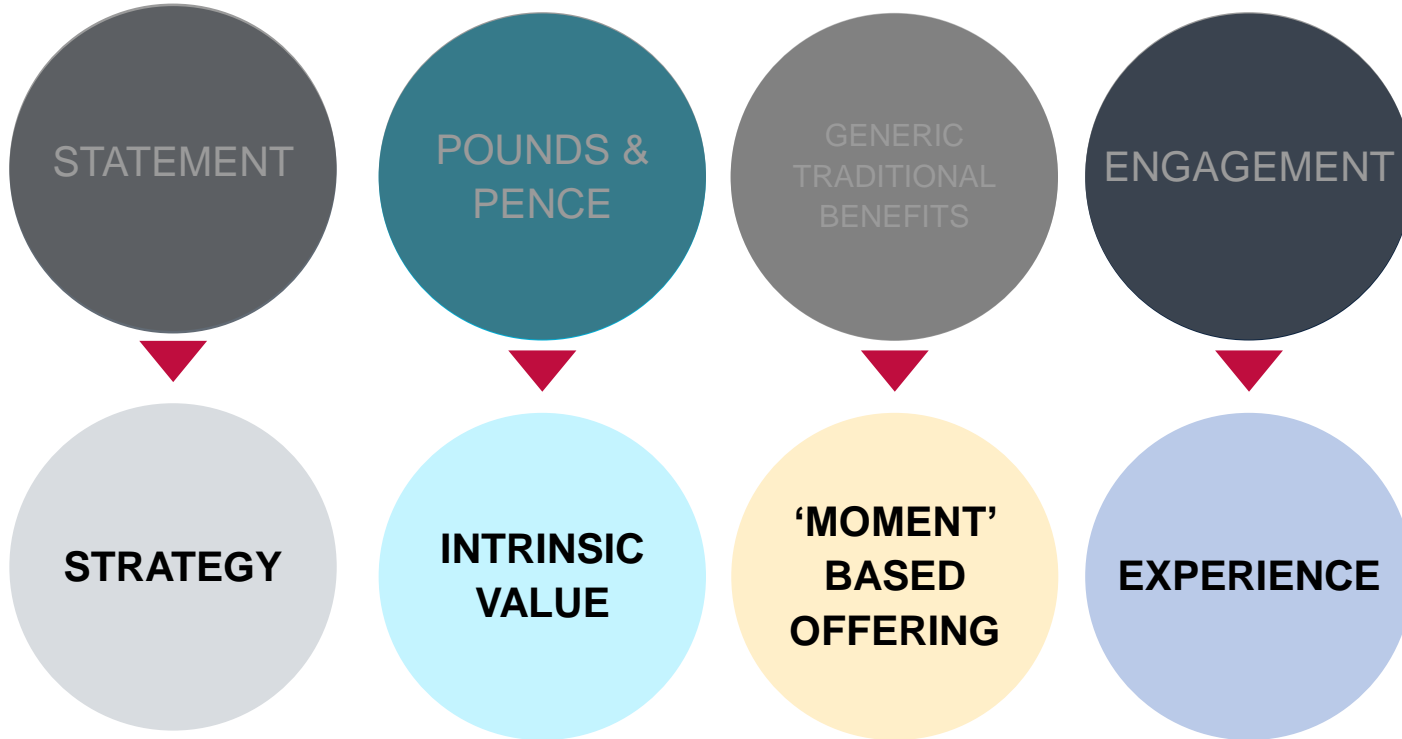
THE TECHNOLOGY & BENEFIT ECOSYSTEM

BUILT AROUND MOMENTS



THE EVP & TOTAL REWARD

THE CHANGING SHAPE OF TOTAL REWARD



BUT WHO HAS THE TIME?

A BACKDROP OF SIGNIFICANT PRESSURES



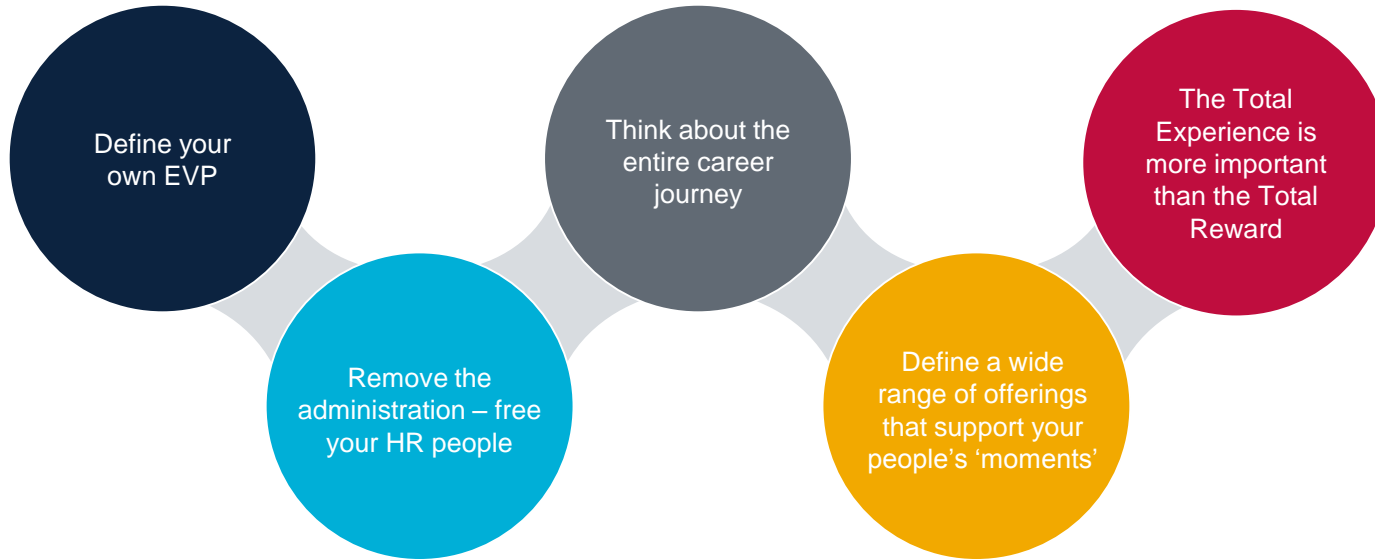
KEY FINDING:

- Efficiency of administration is still poor stopping strategic activities.

Source: JLT and REBA Innovation Research 2017

SUMMARY

KEY TAKEAWAYS



THANK YOU

Nick McClelland
Director



Nick_McClelland@jltgroup.com



+44 (0) 7917 435 157

Andrew Drake
Director



Andrew_Drake@jltgroup.com



+44 (0)7709 104 841