

SUMMARY: Employee Value Proposition Calibration

Experience Driver: *Onboarding*

EVP Alignment Index:

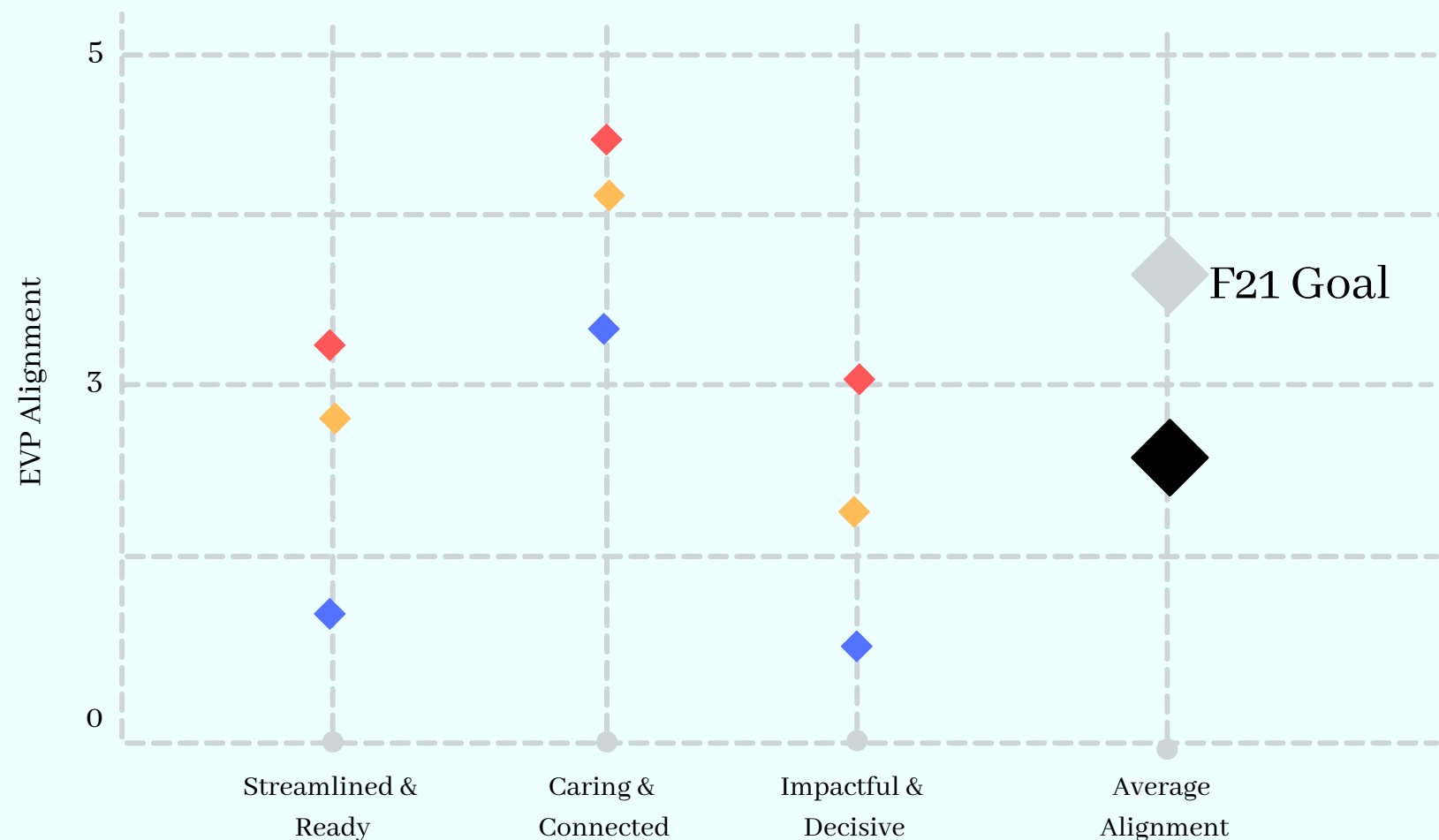
There are notable strengths in alignment to EVP within our onboarding program, specifically the "Connected & Caring" ideal. But, there is more work to do in order to align to the "Impactful & Decisive" ideal:

Key Proof Points

- ◆ Skip-Level Onboarding Mentorship Program
- ◆ Comprehensive Onboarding Portal on Intranet
- ◆ Mandatory Onboarding for People Managers

Calibration Findings

Each proof point is plotted against alignment to each ideal, with an average at the end demonstrating what we need to bridge the gap.



EVP Alignment Action Plan

High-Level

- ① Create an evergreen communications plan to keep skip-level mentors engaged. *Potential vehicles:* mentorship spotlights on Workplace; monthly email digest with resources for mentorship; continuous feedback loop via pulse surveys.
- ② Refresh onboarding portal with EVP-aligned language & functionality. *Potential approach:* Filter checklists and activities through the lens of each ideal to ensure after 90 days, new employees full understand how our EVP shows up in our culture.
- ③ Overhaul training for people managers to educate specifically on how to bring the EVP to life for new hires. *Potential Addition:* Dynamic scenarios and interactive case studies that encourage people leaders to find creative ways to engage new hires in the culture through the lens of our EVP ideals.