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Drift Employer Brand

The Role of the Employee Value Proposition

The Employee Value Proposition will become a core part of our employee & evolution strategy. Market research, employee focus groups, leader interviews and collaboration with key stakeholders have shaped the creation of our Employee Value Proposition. It is a framework of purposeful ideals that will enable us to better harmonize the employee experience and unify COMPANY.

Employee Experience (EX).

The Employee Value Proposition offers a system to streamline the employee experience across the business. COMPANY's EX is formed through key initiatives and programs aligned to belonging, wellbeing, connection to purpose, total rewards and more.

Candidate Engagement (TX).

Candidate Engagement encompasses everything external talent feels and believes about our organization as an employer before they decide to join us, including their experience as an applicant, or candidate.

COMPANY's Employee Value Proposition will enable us to deliver on our employee vision, mission and values.

IT IS A FRAMEWORK OF PURPOSEFUL IDEALS THAT WILL ENABLE US TO BETTER HARMONIZE THE EMPLOYEE EXPERIENCE AND UNIFY COMPANY.

Calibrating Employee Experience & Launching Impactful Initiatives

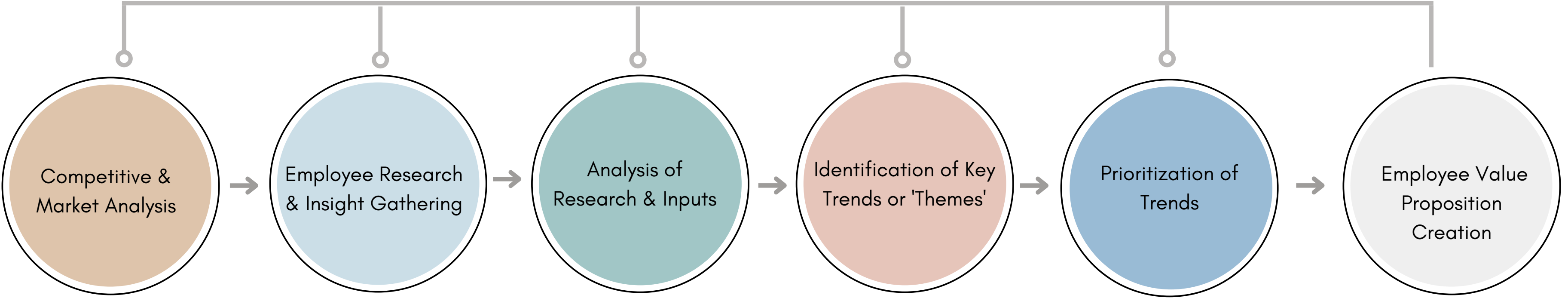
The Employee Value Proposition framework will serve as the foundation in how we prioritize and action employee & culture initiatives. All EX programs and initiatives are opportunities to embed consistency and create strong cultural alignment.

Activating a Differentiated Employer Brand

Developing a unique COMPANY employer brand to generate momentum for critical talent & pride for employees.

The Process

Building and activating COMPANY's Employee Value Proposition is not a linear or finite process. It is intended to be continually iterated based on new inputs and information.



Close exploration of labour force trends, talent trends (candidate expectations & workforce evolutions); analysis of employer brand presence of key competitors, inside and outside our sector.

APPENDIX A

Synthesis and integration of key internal insights from employee and leader perspectives on current cultural strengths, threats, differentiators and future intention.

APPENDIX B

Agile collaboration to connect the dots between the external and internal research; key learnings emerge around how to amplify strengths and bridge gaps.

APPENDIX C

Strengths & Differentiators become the foundation of our Employee Value Proposition - the 'ideals'. Threats and future intention become transformative employee strategy (impactful programs & initiatives to bridge culture gaps)

APPENDIX D

Additional collaboration and feedback to determine what cultural strengths and differentiators feel most authentic and most strongly connected to COMPANY's culture vision for the future.

APPENDIX E

Through the culmination of the research and emergence of key ideals, we build and iterate on the Employee Value Proposition as we continually learn more about our organization and workforce

THE RESEARCH & DISCOVERY

Research & Refinement

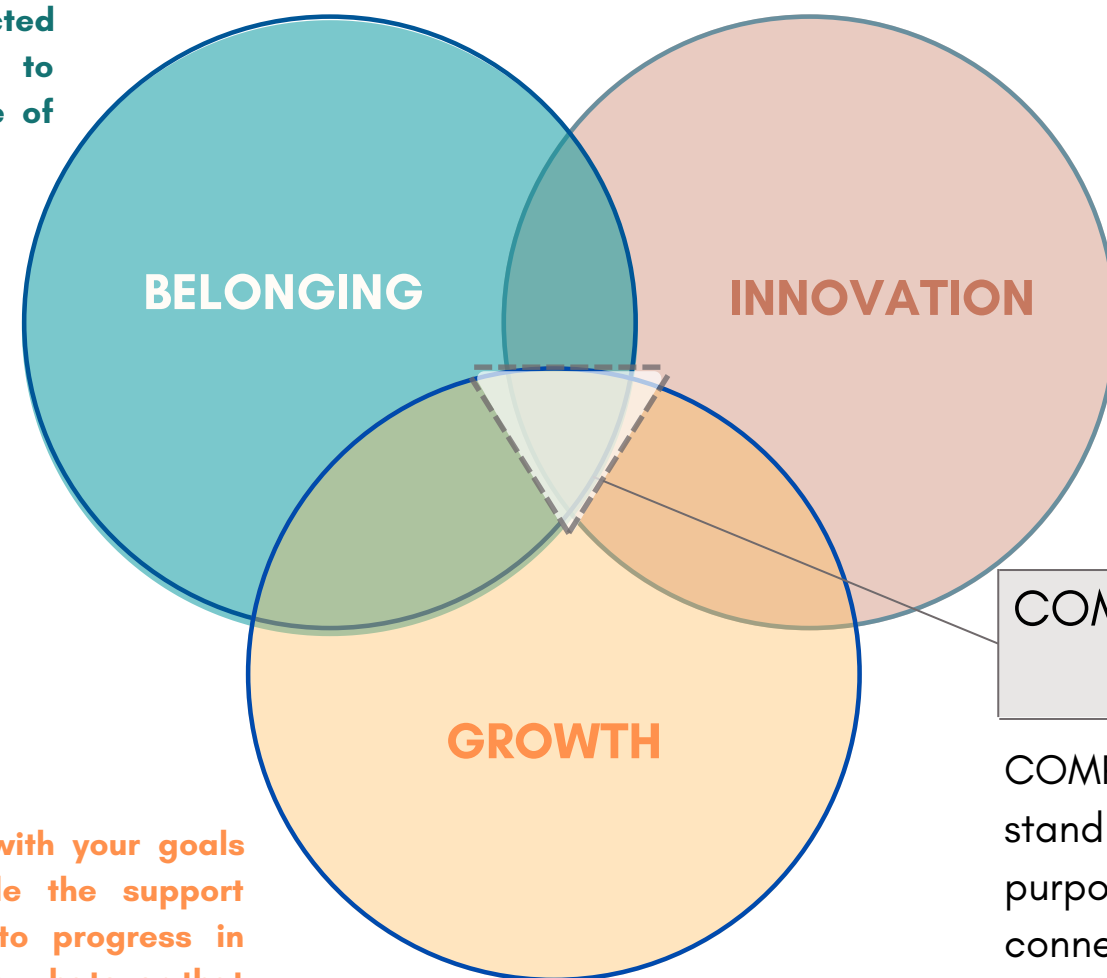
Creating COMPANY's

Employee Value Proposition

Identifying External Competitive Whitespace

Most of our talent competitors focus employer brand messaging in building a perception that they are a company who is "changing the world with wellbeing and inclusion in mind" space. COMPANY can own the **"We are connected through a drive to shape the future of our industry"** space with the right employer brand strategy.

"We are connected through a drive to shape the future of our industry."



"We take pride in making life better for our customers and the communities we are part of."

COMPANY Competitive Whitespace

COMPANY can show up and stand out by focusing on purpose/impact as it connects to a customer and community-centric strategy.

"We start with your goals and provide the support you need to progress in your career, whatever that means to you."

ANALYSIS





Traditional technology companies are being asked to re-examine their priorities and employ the perspective of a social enterprise when making key decisions about how they will continue to serve customers and communities. Heightened innovation is a goal for many technology companies - this means, using data to become more attuned to customer's energy needs and moving, nimbly, to respond with real solutions.

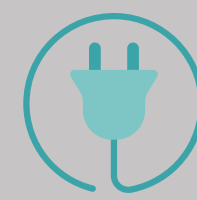
CONSIDERATIONS

- Find opportunities to demonstrate how employees are able to make a difference and why it will propel their career forward - there is potential to leverage the uniqueness of our narrative here.
- Uncover unique and innovative ways to connect employee-centric concepts to our differentiated culture story (ie. a dialogue about feeling fulfilled in a connection to purpose can provide a platform to talk about employee support). The competitive whitespace we have defined through this analysis will provide a platform for us to fully explore concepts like wellbeing, diversity & inclusion, total rewards, etc.

Employee & Leader Research Findings

Through a language and data analysis of interviews, focus groups and survey data, we uncovered trends in key areas that speak to the current and future COMPANY culture.

	CULTURAL STRENGTH	THREAT TO CULTURE	CULTURAL DIFFERENTIATOR	FUTURE VISION FOR CULTURE
				
Employees	Human Beings Connection to each other & recognition of the value of the COMPANY team.	Stagnant Innovation Attitudes of influence that make it difficult to explore new, innovative ways of working together.	Teamwork The diverse, often challenging nature of the work fosters strong bonds of trust and friendship.	Belonging A safe environment where everyone has a voice and feels they belong.
Leaders	Our Impact The gravity of the positive sentiment surrounding your presence and accomplishments in your industry.	Broken Culture Describes the disconnected and disjointed experiences of employees based on their area of the business.	Giving Back Deep connection to caring that goes beyond corporate strategy and has become a real passion for employees.	Leading-Edge A company that amplifies voices and takes strategic risks to be at the forefront of sustainable evolution.
Parallel		Employee Fatigue Employees are fatigued after an intense few years and need to understand more about where we are going and what their contribution will be.		Growth Opportunities . Employees are enabled to own their progression and try new things with the support of our company.



Plug-in to Strategy



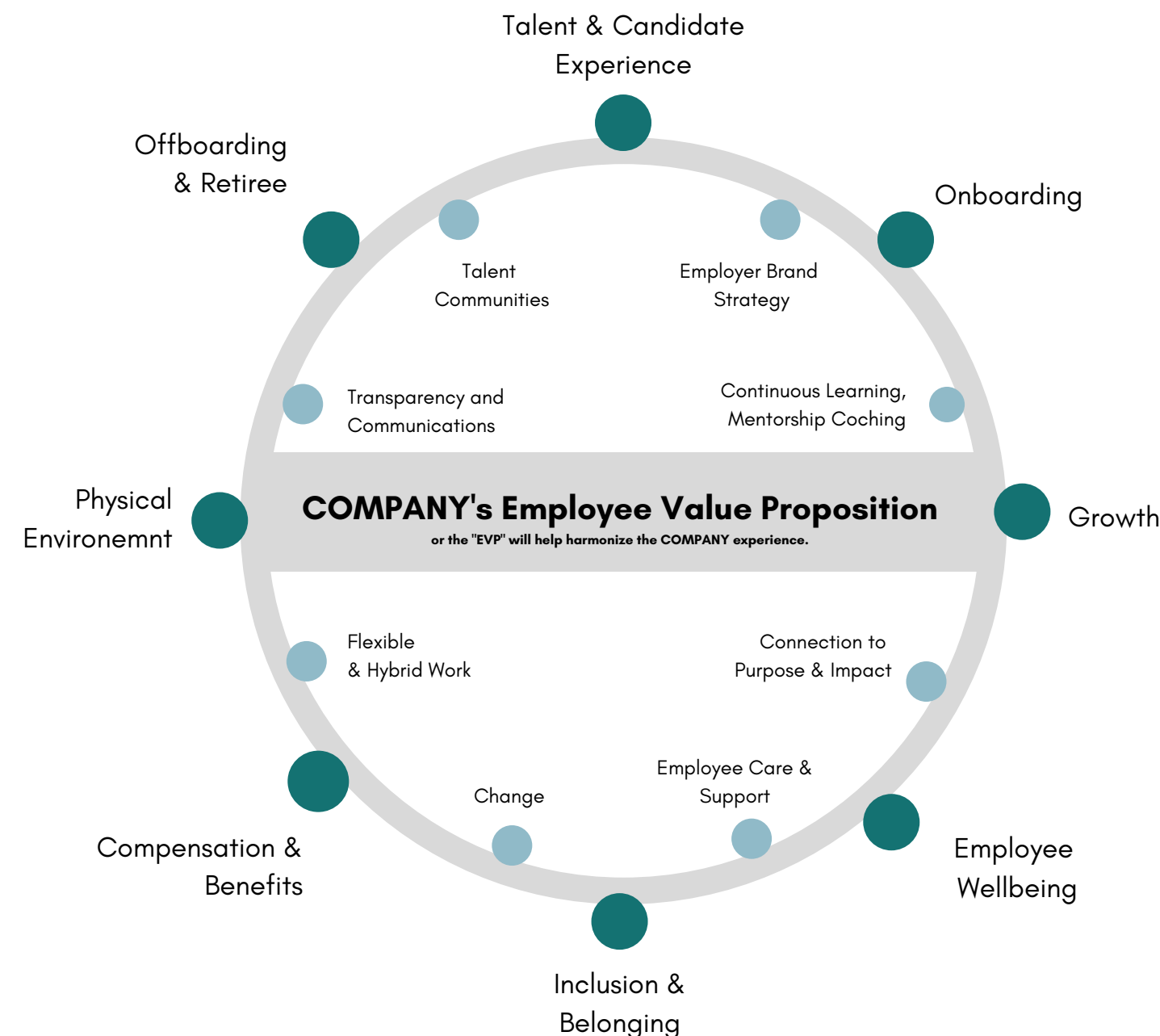
EX Driver

Key opportunities to connect with employees and streamline experience.



EX Vehicle

Touchpoints and moments during an employees path that can shape experience.



COMPANY's employees are our greatest asset. Our employee strategy is designed to deliver impact. To achieve our vision for the future, we need to focus on building one COMPANY. Establishing our Employee Value Proposition will enable us to streamline experiences across COMPANY and harmonize our culture with our employees at the centre.

FROM THE RESEARCH...

Strengths, Differentiators

Become the ideals embedded within the Employee Value Proposition to create consistency of internal & external experience.

Threats, Future Intention

Inform the prioritization of key employee initiatives to address threats and gaps in the current employee experience.

Competitive Whitespace

Inspire the way we show up in the external talent market. Understanding more about the labour force and talent competitors' brand positioning will enable us to be unique and compelling.