

HEALTH WEALTH CAREER

# WHEN PEOPLE THRIVE, BUSINESSES THRIVE

CURATE A DISTINCTIVE  
EMPLOYEE VALUE  
PROPOSITION



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## THRIVING ORGANISATION

Success Redefined

Resilient and Agile

Positive Societal Impact

## THRIVING WORKFORCE

Diverse and Adaptive

Inclusive and Growth Focused

Committed to Wellbeing:  
psychological, physical,  
financial

## THRIVING INDIVIDUAL

Growing and Contributing

Empowered and Connected

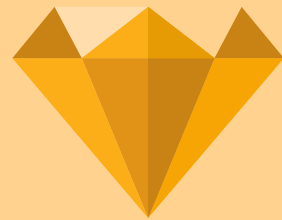
Healthy and Energised

## BUILDING A THRIVING WORKFORCE



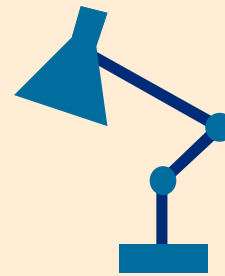
### PEOPLE STRATEGY

CRAFT  
A FUTURE-FOCUSED  
PEOPLE STRATEGY



### VALUE PROPOSITION

CURATE  
A COMPELLING  
VALUE PROPOSITION



### WORK ENVIRONMENT

CREATE  
A THRIVING  
WORK ENVIRONMENT



### DATA-DRIVEN MINDSET

CULTIVATE  
A LAB  
MINDSET



**SURVIVE OR THRIVE:**  
CURATE A DISTINCTIVE  
EMPLOYEE VALUE  
PROPOSITION

# EMPLOYEES WANT TO BE TREATED LIKE THE ORGANISATION'S BEST CUSTOMER

## COMPENSATION IS STILL KING



**#1 way** to positively impact me at work

## HEALTH AND WELLNESS



**53%** want more focus on health and wellness

## STEERING MY CAREER



**1 in 3** do not feel empowered in their careers

## WORRYING ABOUT MONEY



**13 hours** per month per employee spent worrying at work

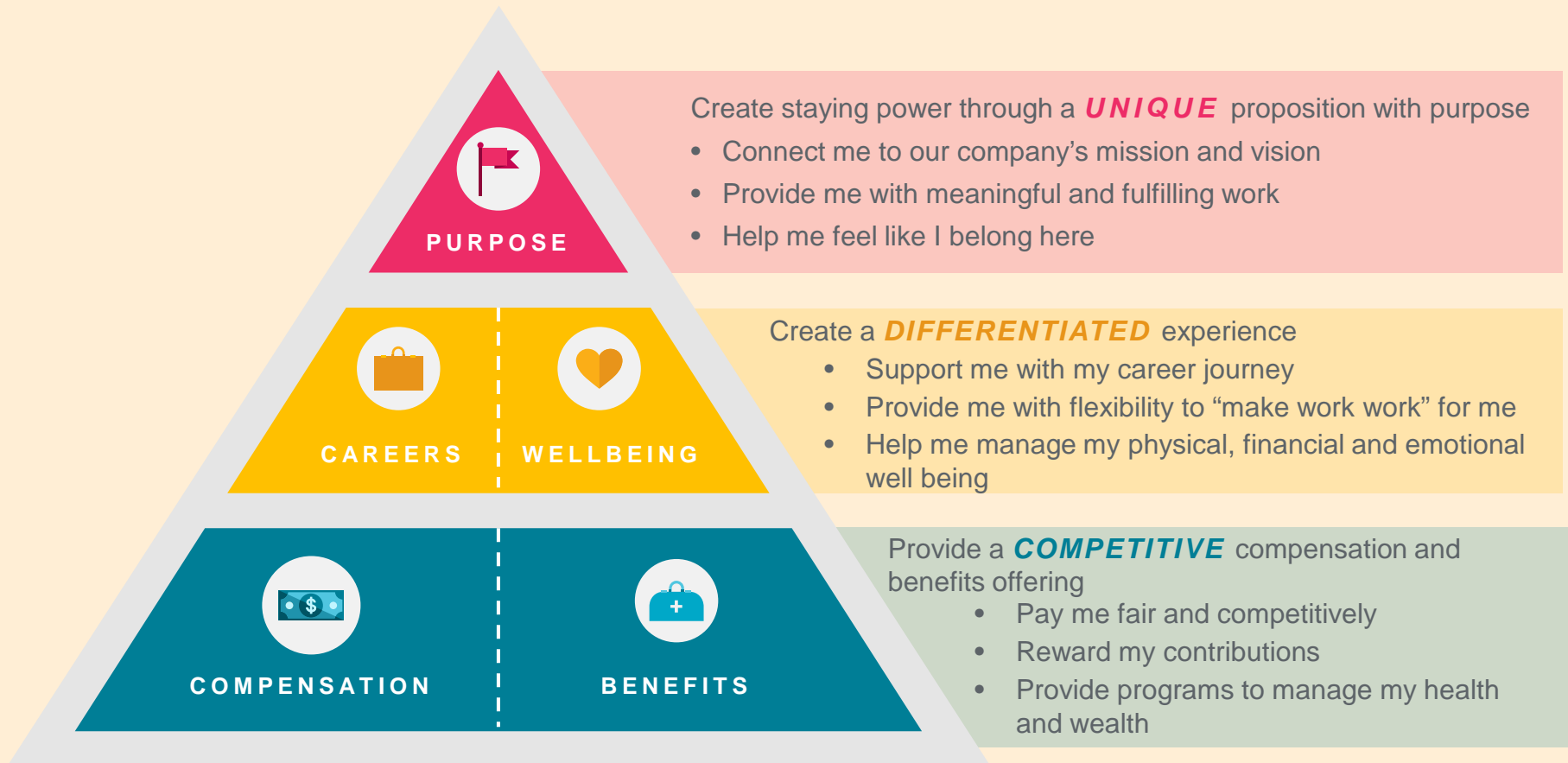
## MAKING WORK "WORK"



**56%** want more flexible options and **77%** would work on contract basis

Source: Mercer 2017 Global Talent Trends Report

# TAKE A HOLISTIC VIEW



# THE EVP MUST BE ...



Above all, the value proposition must connect with employees as individuals

## HOWEVER...

50% DON'T REFLECT THE EXPERIENCE OF WORKING IN AN ORGANISATION

66% DON'T DEFINE A UNIQUE PROPOSITION

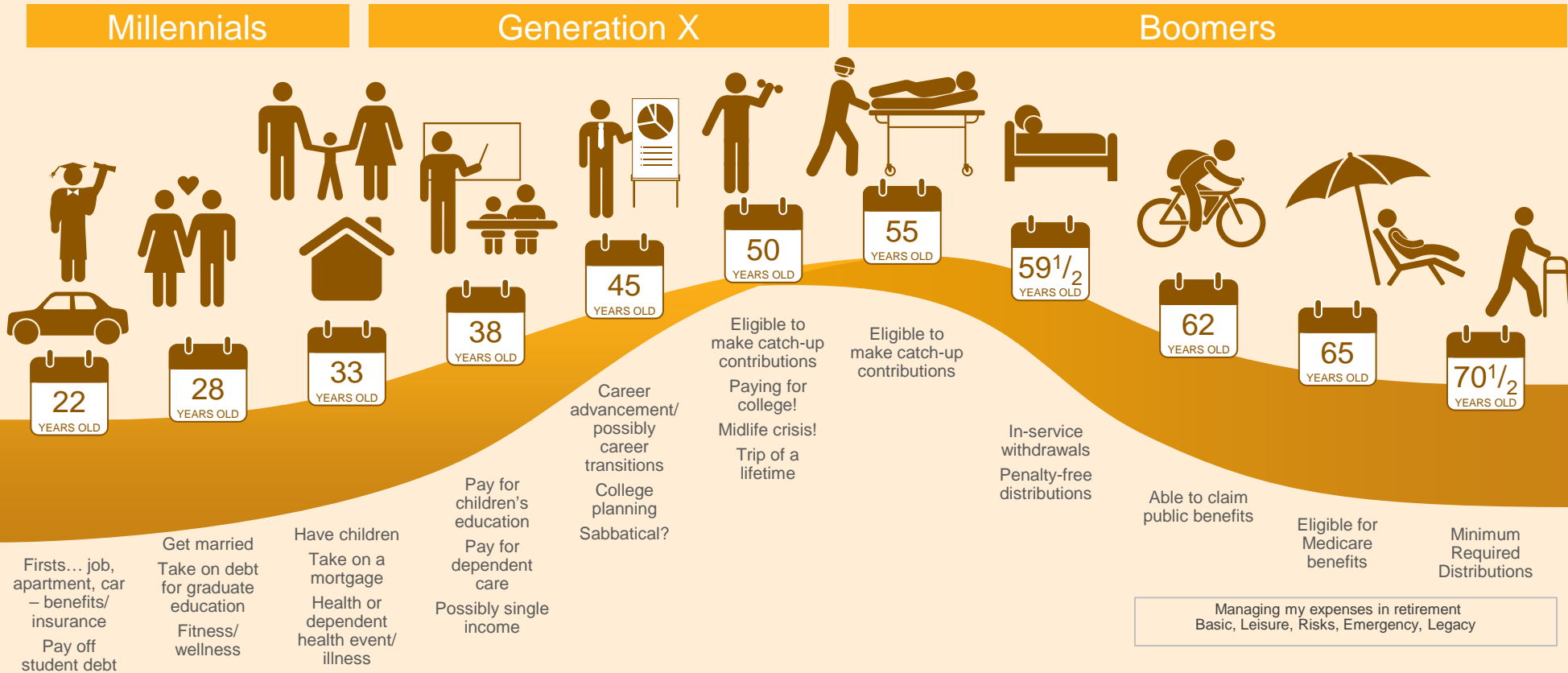
51% ARE NOT DEFINED

78% DON'T INFORM REWARD PROGRAMMES

ONLY 25% OF ORGANISATIONS HAVE MORE THAN ONE EVP

# BECAUSE EVERYONE'S ON A UNIQUE JOURNEY

## LIFE STAGES EXPLAIN MORE DIFFERENCES THAN GENERATION

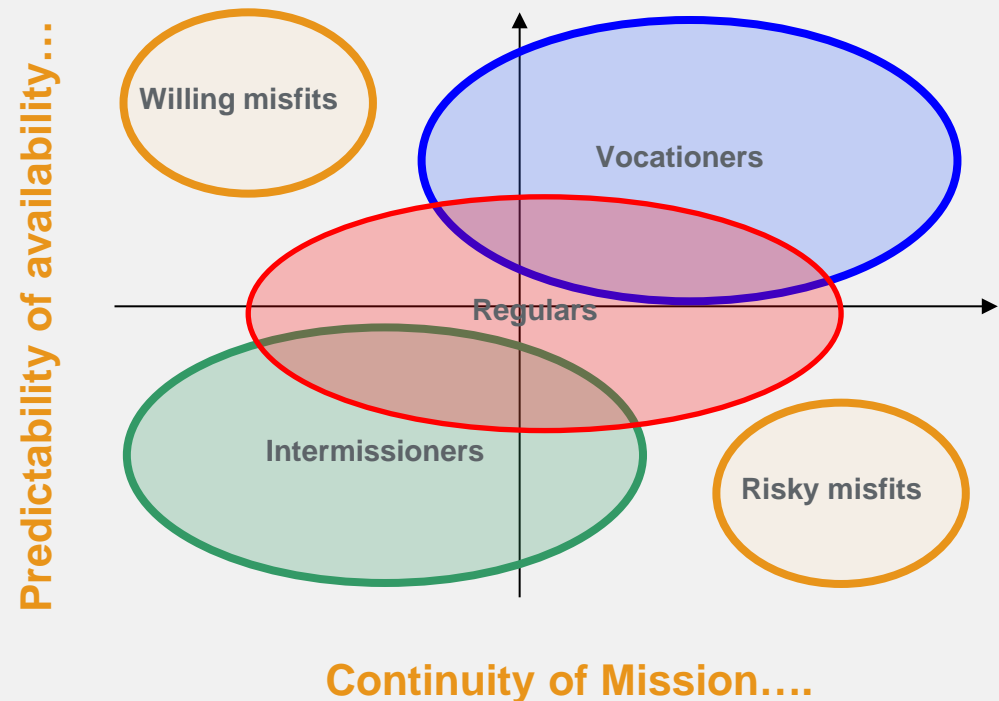


A research driven approach to understand the specific needs and requirements of your unique population.



## PERSONAS TO ADDRESS UNIQUE SEGMENTS

- **Mutuality is important**, people are able to commit to differing degrees
- Increased commitment provides higher **predictability and continuity**
- The value of the deal should be **proportional** to the level of commitment
- The difference in the offer should **encourage greater commitment**.



# CASE STUDY 1

## TARGETED VALUE PROPOSITIONS

INTERMISSIONERS

Anchored  
on a common

**PURPOSE**

VOCATIONERS

*“Saving the world’s  
most vulnerable people”*

PURPOSE

“You give” –  
Project culture

Life-threatening

CAREER

WELL-BEING

COMPENSATION

BENEFITS

Remove barriers  
to volunteering

Maintain continuity  
with home

PURPOSE

“We invest” –  
Growing leaders

Balanced  
portfolio

CAREER

WELL-BEING

COMPENSATION

BENEFITS

“Sufficient” and  
slightly variable

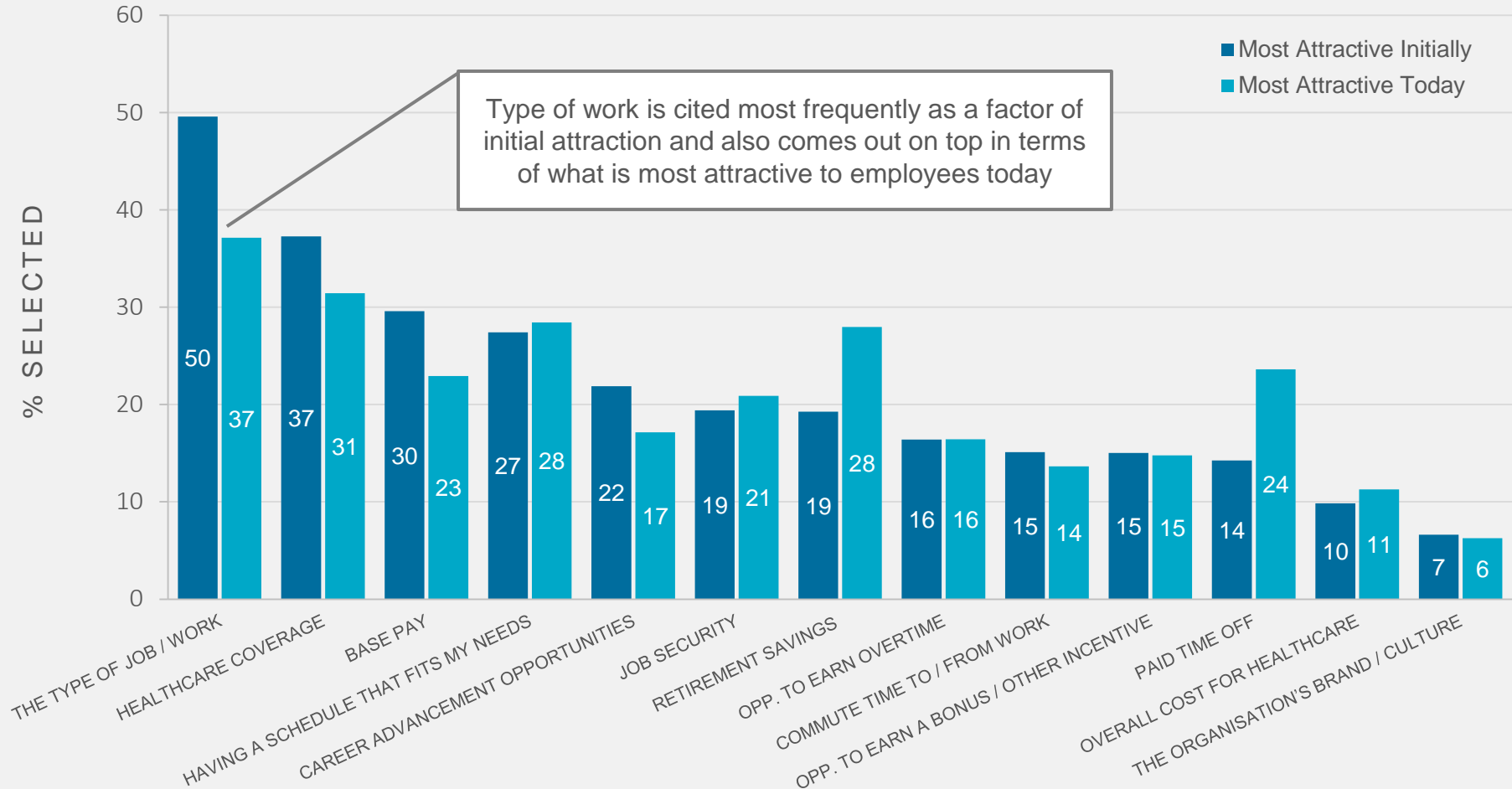
Global standards –  
support continuous  
employment

# CASE STUDY 2



## TYPE OF WORK

THINKING BACK TO WHEN YOU FIRST JOINED ONE, WHICH OF THE FOLLOWING ASPECTS OF YOUR EMPLOYMENT PACKAGE DID YOU FIND MOST ATTRACTIVE? WHICH ARE MOST ATTRACTIVE TODAY?

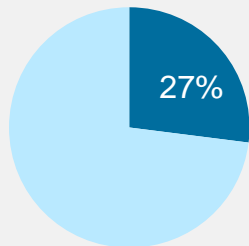




## WORK SCHEDULE

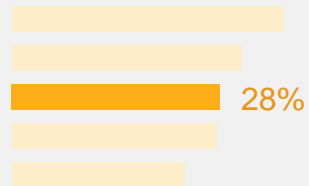
ATTRACTIVENESS  
INITIALLY

Ranked **#4**  
overall



ATTRACTIVENESS  
TODAY

Ranked **#3**  
overall



IMPORTANCE

Ranked **#2**  
for hourly



SATISFACTION

**78%**  
satisfied

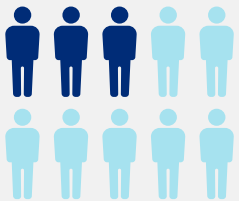




## COMPENSATION

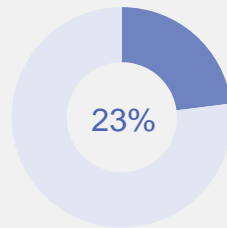
ATTRACTIVENESS  
INITIALLY

Ranked **#3**  
overall



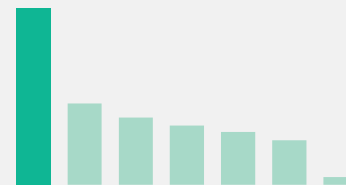
ATTRACTIVENESS  
TODAY

Ranked **#6**  
overall



IMPORTANCE

Ranked **#1**  
overall



SATISFACTION

**49%**  
satisfied



**31%**  
Greater  
turnover  
likelihood

Those who **receive a pay increase** within a given year are more likely to leave

variety rewarding  
support  
world-class  
learning valued  
dynamic interesting  
challenging

CO.X WEBSITE

What are you **telling** candidates?



GLASSDOOR

What are your **employees**  
experiencing?



good-pay  
turnover low-morale  
micromanaged top-down  
Poor-leadership security  
rewarding ageing inflexible  
good-hours unstable old disappointing  
interesting out-of-touch cold  
work-life balance bureaucratic  
depressing local  
unfriendly traditional

# THE OPPORTUNITIES

## REPUTATION AND BRAND

Company reputation

Solidify your reputation as  
an employer of choice

## ATTRACTION

Attracting top talent

Higher volume and better  
quality of candidates

Improved better quality of  
hire and decreased quick-  
quits

## ENGAGEMENT

More engaged employees

Employees connected  
with the your mission and  
the work they do each day

Increased discretionary  
effort

Personal relevance of the  
value proposition

## RETENTION

Decreased unwanted  
turnover

Reduction in absenteeism  
and presentism



**PEOPLE  
STRATEGY**

**IT STARTS WITH YOUR PEOPLE STRATEGY:  
RECORDING AVAILABLE**



**VALUE  
PROPOSITION**

**CURATE A DISTINCTIVE EMPLOYEE VALUE PROPOSITION:  
TODAY**



**WORK  
ENVIRONMENT**

**DEVELOP INSPIRING, AGILE AND INCLUSIVE LEADERS:  
24 JAN 2018**

**CARE FOR PHYSICAL, MENTAL AND FINANCIAL WELLBEING:  
14 FEB 2018**

**CRAFT ASPIRATIONAL AND MEANINGFUL CAREERS:  
15 MAR 2018**



**DATA-DRIVEN  
MINDSET**

**CULTIVATE A LAB MINDSET WITH ANALYTICS AND INNOVATION:  
25 APR 2018**



WE ARE HERE TO HELP YOU THRIVE

Get in touch to speak to one of our experts today. We can help at any stage of your journey.

Slides and additional content will be emailed after the session

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