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Workforce Revolution Attracting & Retaining Talent in the Midst of a Global Tsunami

Workforce Revolution

Attracting & Retaining Talent in the Midst of a Global Tsunami

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Objectives

- Learn
- Employee Value Proposition (EVP) – What is it?
- EVP vs. State Office Branding
- Impact Statements
- What is the “Why” or WIIFM?
- Employee Ambassadors

Before vs. After



Statistics

2021 DOL Reports & March 2021 Microsoft Work Trend Findings

*January 2022 – over 20 Million employees quit their jobs in the second half of 2021
“Great Resignation” or “Big Quit”*

73% of workers surveyed **want flexible remote work options** to continue.

Remote job postings on LinkedIn increased more than 5x times during the pandemic.

Over **40%** of the global workforce is considering **leaving their employer this year** and **46%** are **planning to move** with remote work options.

Trends

Some Hybrid Trends Leaders Need to Know:

- Flexible work is here to stay
- Leaders are out of touch with employees
- High productivity is masking an exhausted workforce
- Gen Z is at risk and will need to be re-energized
- Talent is everywhere in a hybrid work world

Employee Value Proposition (EVP)

What is an EVP exactly?

The **value** a State Office offers to **employees** in return for the **value** they bring to the organization.

Benefits/Rewards Your State Office Offers (Value for Them)

Skills/Capabilities Employees/Candidates Bring (Value for You)

EVP

EVP Statement

Focused *internally* (what motivates and engages employees, helps retain top performers, attracts candidates)

Employee & Employer Brand - *Externally-focused* (e.g., State Office's reputation as an employer, social image, etc.). *EVP can be used as part of that branding.*

EVP

WIIFM/WIIFT –

Reciprocity between employers and candidates/employees adding mutual benefit and value to one another's relationship.

What are your benefits/differentiators?

EVP

Attributes:

- Impact Statement
- Compensation & Benefits
- Work Life Integration
- State Office Culture
- Growth & Training
- Location

EVP Impact Statements

What impact will you make? *Deloitte*
(inclusion, collaboration and performance)

How we care for Googlers *Google*
(Supporting families, lifestyle, giving back, time off, financial support, employee growth)

Haven't reached your full potential yet? Neither have we. There's more to be made. *Hershey*
(performance, growth and development - together, opportunity)

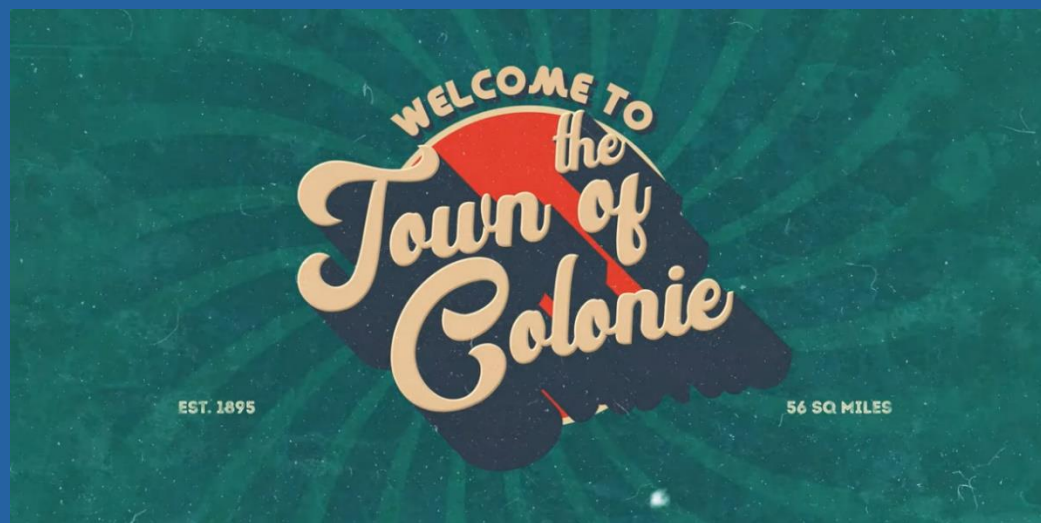
EVP Statement Examples

“Call9 is a passionate team of innovators and builders, dreamers and doers. Ours is a dynamic environment that fosters talent, collaboration and growth. We deliver compassionate, patient-centric care from the moment of emergency and beyond, and we seek committed, creative individuals to drive this innovation across the country.”

E Sources – “Have some fun while you’re at it. We tackle complex challenges and work hard. We’re risk-takers, fast learners, and experts in our field. Together, we’re redefining an industry that’s in desperate need of a shakeup. Our employees have strong work ethics, sharp intellects, and high energy. We reward that with great parties, a casual work environment, and playful activities.”

Employee Ambassadors

- What is an Employee Ambassador?
- Why is it important?
- What is in it for your State Office and how can it drive recruitment efforts?



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Conclusion

Summary of Things to Consider

- **EVP with Impact Statement**
- **Communicating an EVP**
- **Employee Ambassadors**
- **What Will Set Your State Office Apart**

Thank You for Learning with Integra HR!



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