

# Becoming the Employer of Choice

In Cumberland County







## What is Employer of Choice?

- "...means that your company is a great place to work, people desire to work for you; people choose to stay with you even when they are courted by other employers." MBA Skool Team
- "...[an employer] recognized for their leadership, culture and best practices that attract, optimize and hold top talent, achieving corporate objectives." Home n.d.



## Top 5 Drivers of Happiness at Work

- Employee trust in their company's leadership
- Employers' commitment to employees and their success
- A culture where employees are encouraged to share ideas and individual opinions
- A workplace where coworkers feel like family or friends
- Benefits customized to meet employee needs

What Do Today's Employees Really Want From Their Employer?, TTI Success Insights, July 25, 2019



## What is Most Important to Employees?

- Recognizing employee achievements and hard work
- Offering a comprehensive benefits program.
- Offering competitive compensation
- Soliciting employee feedback on a regular basis
- Investing in employees through training opportunities
- Providing exposure to senior leadership
- Providing opportunities to work on projects that are meaningful to employees
- Professional development opportunities



### What is an Employee Value Proposition?

- The experience offered by an employer in exchange for the productivity and performance of an employee.
- Attributes that current and prospective employees perceive is the value they gain by working at the organization.



### What is an Employer Value Proposition?

- For an EMPLOYER, an EVP attracts, retains, motivates and engages employees.
- For an EMPLOYEE, it comes down to the give and get.



### Becoming the

### "Employer of Choice"

### VISION

To attract and retain a skilled and diverse workforce by offering competitive and comprehensive compensation and benefits; opportunities for personal development and training; a safe work environment; and clearly defined expectations allowing employees to provide high quality services and engage in meaningful work.

### **EMPLOYEE VALUE PROPOSITION**

One employee <u>can</u> make a difference in **Our community** 

The City of Fayetteville invests in you so you can invest in our community.



### • Revise current evaluation

- •Core value awards program
- •STAR to
- Pay for performance\*



**Comprehensive Benefits** 

- Competitiveness of 401(k)\*
- •Flexible work
- Health/wellness\*

B+

Paid holidays



Compensation Competitive

### •"Living Wage" initiative\* Annual salary

B-

•Total Rewards



Consistent Employee Feedback

### • Employee engagement survey

- Stay interviews
- •Town Halls or visits to dept meetings





Training/Develop

nvesting in

### Internship program

- Revising NEO
- Mandatory SOS class
- •Core supporting class offerings
- Leadership
- SLT onboarding В



Exposure to Sr Leadership

- Visits to dept
- Daily purposeful



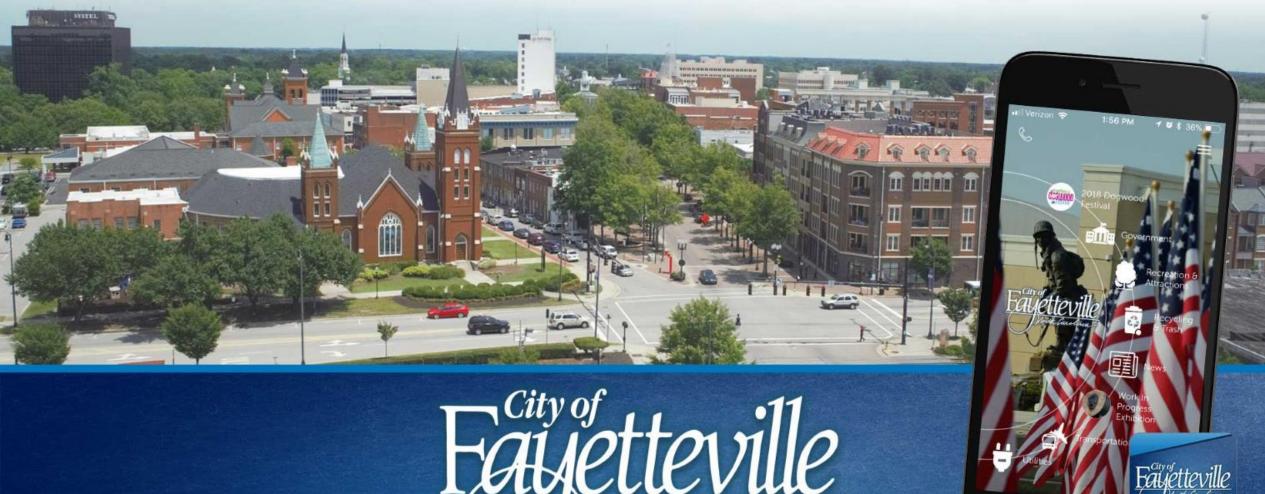


Opportunities

Meaningful Work

### Performance tied to organizational

- Career paths









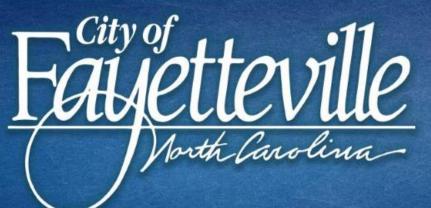












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