



Becoming the Employer of Choice

In Cumberland County

City of
Fayetteville
North Carolina



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
can make a difference in
Our community

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



Recognition

- Revise current evaluation
- Core value awards program
- STAR to recognize
- Pay for performance*

C



Comprehensive Benefits

- Competitiveness of 401(k)*
- Local employer discounts
- Flexible work options
- Health/wellness*
- Paid holidays

B+



Competitive Compensation

- "Living Wage" initiative*
- Annual salary reviews
- Total Rewards Statement

B-



Consistent Employee Feedback

- Employee engagement survey
- Stay interviews
- Town Halls or visits to dept meetings

C-



Investing in Training/Develop

- Internship program
- Revising NEO
- Mandatory SOS class
- Core competencies supporting class offerings
- Leadership development*
- SLT onboarding

B



Exposure to Sr Leadership

- Town Halls
- Visits to dept meetings
- Daily purposeful rounding

D



Meaningful Work Opportunities

- Performance tied to organizational success*
- Career paths
- Talent mapping
- Succession planning

C



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