
5 EMPLOYER VALUE PROPOSITION TIPS



People



Start with people. Plain and simple.

The current employees are the most important, from the front line up to C- Level.

Determine how they affect the organization on a regular basis, and be prepared to share this.

This helps not only create a real culture in the organization but also showcases the traits that employees already have.

Take note of any assessments you use and where these employees are strong or weak. Utilize this to create the candidate traits that are the ideal persona.

Organization



What is the company's mission statement?

In the hospitality industry, we know the product or service very well.. the guest, but how do the company's culture and statement relay that?

Each Management company will have a mission statement, but each property should also create one.

The properties could be local, and how it affects or wants to help the community.

Take the employer brand hyper-local. How does your property or restaurant positively affect the local market?

Work



How does the everyday work provide an alignment for the current and future employees?

What is the actual benefit of working at the company?

Find this by polling current and possibly past employees and showcasing it.

The benefit is not something that can be "said" but needs to be shown.

Is your employer brand aligning with a majority of your current employees? This helps to drive culture and create a positive work atmosphere.

Opportunity



Determine the career growth for each role.

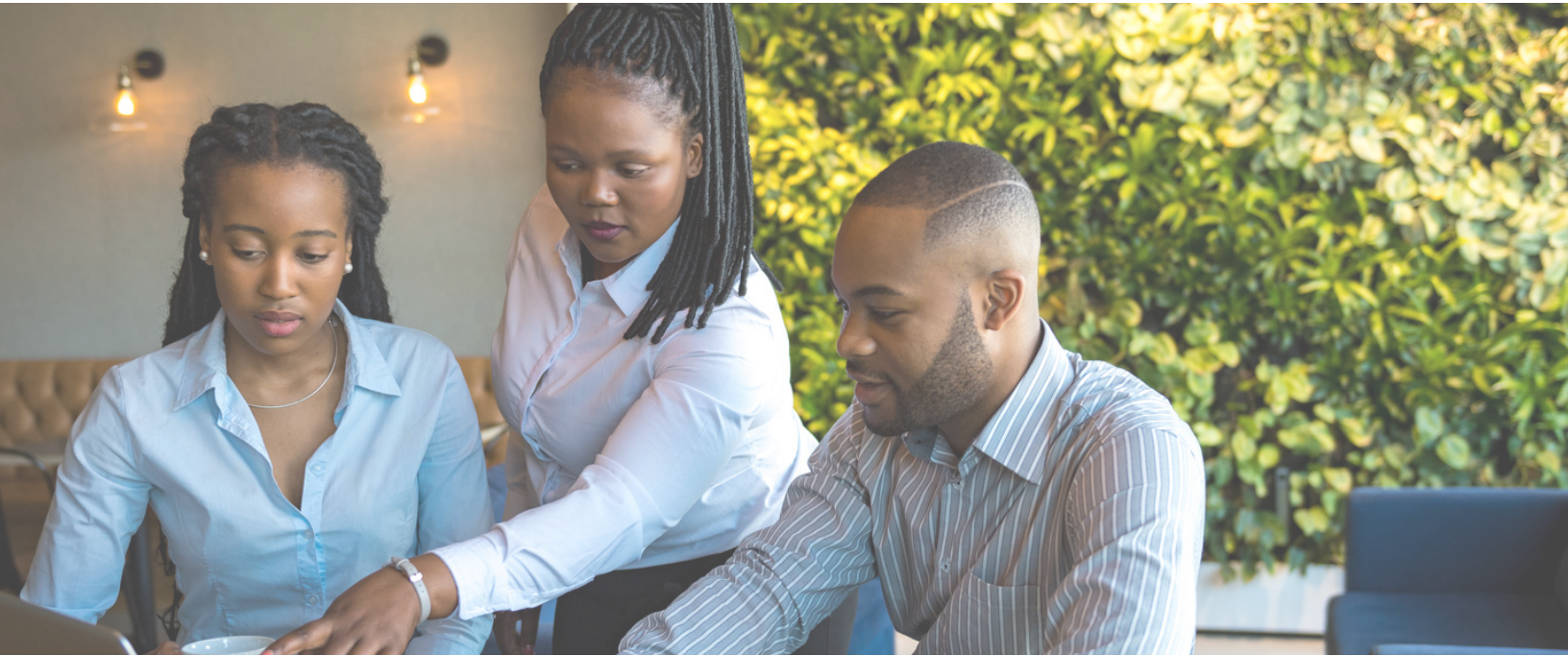
What is the education needed for the role? Any technical needs?

Determine any that is really needed and should they bring them or will you offer it to them?

Consider offering personal development in some way, and should be by individual, not blanket development.

Companies that offer career development, internally and externally have a higher retention rate and application rate than those that do not.

Factors



This is where the rubber hits the road.

We hear so many different things such as "money is not the only factor" or "Salary is just a number" but the rewards that are offered to your employees are so important.

Assure you are paying the right salary but reach out to companies like Snelling Hospitality for a salary report.

There are items people really want to know, and they should not be set in stone. It is better to cast a wide net and allow for a choose-your-own-adventure for benefits. These can be PTO, Stock options, Medical benefits, and even soft perks like gym memberships, etc.

Allowing for employees to choose their benefits, shows that you care for their lives individually and not just as a company.