

# Employee Value Proposition: A Tool for Employment Branding

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**Abstract-** Employee's value proposition refers to creating a balance between employee's job satisfaction and performance of the employee in work culture. Employee's Value Proposition can be used as an effective tool of employment branding as it outlines the desired and desirable requisites of employees related to employment. By creating the better recruitment objectives, identifying the needs of employment and the positioning of the employees at the right place, and by creating the values of existing employees in the organization.

**Index Terms-** Employee's Value Proposition, Employment Branding, Employees satisfaction, Talent Management.

## I. INTRODUCTION

In today's demanding world the employment availability is getting more and more challenging and not only its availability but also its retention by the employees has become quite difficult on the organization's perspective. To create value of the employment is now organization's most preferred strategies with the advancement of this technical world.

Many workers including Tandehill (2006) have recommended organizations to create brands in the eyes of its prospective employees. Thus it is essential to create employees' desired destined organizations by outlining all the prospects like policies, programs, rewards, and benefits programs that is proving to be a commitment to employees by the organizations.

It is a known fact that there is more to employee's satisfaction than just remuneration. Beyond remuneration there are factors like work-life balance, performance management, work culture, recruitment policies, training orientation, succession planning etc. all together create proposition that is being admired by the employees. In a nutshell employee's value proposition is now the most tactful employment branding tool by organizations as it is reflected on all efforts of hiring and retaining talent.

## II. RESEARCH ELABORATIONS

Employee's value proposition has started gaining an optimism until since the concepts of talent management, employee retention, attrition, employer branding etc. has gained popularity.

Various articles as under have acknowledged the usefulness of employee's value proposition as an important employment branding tool:

1. In the article "linking the Employee's Value Proposition and business outcomes: preliminary findings from a linkage research pilot study" (Heger Brian K., 2007) reveals that Employee's value proposition has been suggested to be a determinant of employee engagement and retention, both of which have an impact on critical business outcomes.
2. An article published "the war of talent" in the McKinsey Quarterly, suggested that companies with superior Employee's Value Proposition helps tailoring a company's "brand" and "products" the jobs it has to offer- to appeal to the specific people it wants to find and keep.
3. According to one research paper, employer branding represents a firm's effort to promote, both within and outside the firm, clear view of what makes it difficult and desirable as an employer.
4. The article "A stakeholder's perspective of the value proposition concept" conceptualize that Employee's Value Proposition have a key role in co-creation of value between stakeholders.
5. The article "Four key steps to great Employee's Value Proposition" explore how to define employer brand- the key being in first developing Employee's Value Proposition.
6. In a study conducted by insync "Developing an Employee's Value Proposition" identifies the fact that develop an effective Employee's Value Proposition, organizations must have a thorough development plan to identify what employees think and what is important to them. The Employee's Value Proposition must always be tested to ensure it is credible.

The various articles used as a resources for this study, reveals that organizations needing to attract, hire and retain their employees can only be achieved by designing Employee's Value Proposition in an articulation that it will market the organization's through the employees in the form of branding of employment provided by the organizations.

## III. RESULTS OR FINDINGS

Building an effective Employee's Value Proposition that can be used as a tool for employment branding is not a simple process. Strategic Employee's Value Proposition help in building the brand of the employment by bringing out the desired

necessities of employees within the employment provided by the organizations.

The study conducted by insync identifies that 33% of employees are willing to promote their organization while 39% are detractors and 29% are passive (Dream Employer Research, 2011).

Also, according to the Corporate Leadership Council's research a well thought out and executed Employee's Value Proposition can:

- i. Improve the commitment of new hires by up to 29%.
- ii. Increase the likelihood of employees acting as advocates from an average of 24% to 27%.

According to the research work "*Effectiveness of Talent Management in Relation to Employee's Value Proposition Creation and Retention In IT Industries*" organizations with sound talent management practices that comprised of factors like creation of employees value proposition, retention, employees satisfaction will create a positive branding of the employment within the employees in an organization.

The Employee's Value proposition has served as an effective employment branding tool when it includes work culture, recruitment strategies, orientation, pay and benefits, work-life balance leadership and management, performance management and lastly growth and development.

#### IV. CONCLUSIONS

Creative Employee's Value proposition has the capacity to attract, hire, retain and satisfy employees as an aspect of employment branding. To establish as a desired employment brand organization, the organization have to conceptualize framework of The Employee's Value proposition

As under:

1. **Right Fit:** a well-designed Employee's Value proposition increases the accessibility of the candidates for the position in the talent pool.
2. **Recreating the workforce:** this broadens the aspect of trust and commitment of the employees in the organization by creating an existence of employees by sharing views and ideas.
3. **Making organization sound with desirable candidates:** a good The Employee's Value proposition should fulfil all the needs and wants of each key

employees, that offer to attract employees by value in their satisfaction of the employees.

4. **Better recruitment objectives:** the process of building The Employee's Value proposition focuses on how effective the recruitment process is in regards to existing and potential new hires. Better recruitment offers will definitely articulate the attraction of employees for the job.

The Employee's Value Proposition Strategies will help us in building the organizations reputation, integrity, branding, succession in the eyes of the employees.

Thus in this regard the use of The Employee's Value proposition as employment branding tool will definitely serve the purpose of attracting, hiring, retaining the best talents for the betterment of growth and development of organizations.

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