



# FUTURE PROPOSITION

DESIGN A PEOPLE VALUE PROPOSITION THAT MATTERS



**FUTURE  
PROPOSITION:  
DESIGN A  
PEOPLE VALUE  
PROPOSITION  
THAT MATTERS**





# "DO YOU REALLY KNOW WHAT MAKES YOUR ORGANISATION UNIQUE?"

What makes it a place that people want to be part of- to join, to stay and to help it grow? In an ultra-competitive and globalised talent market it is essential that you fully craft and communicate your People Value Proposition (PVP). A PVP is a total design of the value that people receive when they join and stay in your business. It is the essence, the experiences, the culture, and the story of your organisation all rolled into one.

**A fully enhanced PVP should consider both your internal and external PVP.**

**Internal PVP - what your employees, clients and stakeholders think and say about you.**

**External PVP - what potential candidates, clients and stakeholders think and say about you.**

Without a fully designed PVP how could you possibly portray your employer brand to the market in the right way? How could you truly resonate with the people that would thrive in your business? How could you keep your people engaged through times of turbulence?

A fully developed PVP and supporting engagement initiatives has multiple and wide-reaching positive consequences for your business including:

- **Attracting the best people & broadening the pool**
- **Decreasing time to hire**
- **Boosting employee's morale**
- **Increasing retention**
- **Reducing cost of hiring**
- **Enhancing employee and customer satisfaction**
- **Enabling people and HR management to have greater strategic impact**
- **Consistency of communications internally and externally**



**At Cpl's Future of Work Institute, we are helping organisations to become talent destinations through a total approach to designing and deploying People Value Propositions, key engagement initiatives and communication strategies.**

Because of our co-creation approach not only can we help you design your PVP to the needs of the employees and the organisation, but we can also create data driven marketing campaigns and content to drive interest and attraction of your future employees.

Our offering is unique in the market as not only are we experts in people strategy, proposition development, employer brand and engagement, but we are part of Cpl and Outsourcing Inc who everyday are living with the realities of finding the best people possible for our clients. These deep real-world experiences give substance to our style and have helped us create strategies that work.





## OUR PVP SERVICES INCLUDE:

- **People Value Proposition Assessment -**  
Using our PVP model we can conduct a deep dive assessment of your existing people value proposition through cross-functional workshops, social footprint analysis, and online surveys.
- **People Value Proposition Strategy Development -**  
Using our co-creation processes we can develop an Ideal People Value Proposition based on 1, 3 or 5 year horizons and deploy key initiatives to generate quick wins and long term impact against KPI's.
- **Employer Brand Development/ Enhancement -**  
Regardless of where you are on your journey, we can enhance your existing employer brand and communications strategies or fully develop them from scratch. This includes everything from brand essence, key themes, stories, visuals, and everything in between.
- **Recruitment Marketing & Audience Engagement (External PVP) -**  
We can fully design and deploy data driven localised recruitment marketing and audience engagement campaigns across multiple platforms and mediums.
- **Employee Experience & Engagement (Internal PVP) -**  
We can fully design and deploy a set of interventions and recommendations to enhance your employee experience, your culture, story and brand from the voice of the employee. This can include but not limited to wellness programmes, employee engagement initiatives, leadership development programmes, DEI strategies and more.
- **Data and Metrics -**  
Using our bespoke model we can measure the long term impact of both your external and internal PVP, use prediction analysis to determine pain points such as attrition predations and markers for improvement, alignment and amplification to drive attraction, engagement and retention.

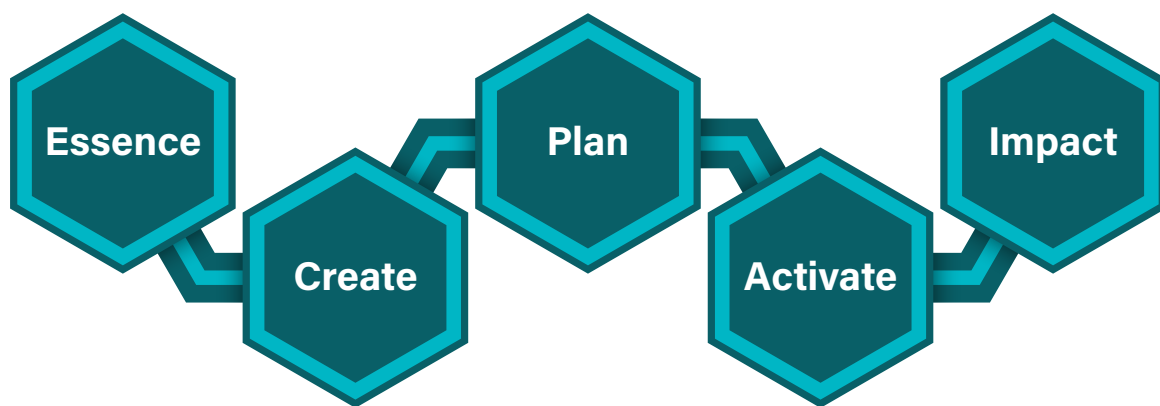


# HOW WE WORK

At the core of how we work is a deep commitment to design, co-creation and collating multiple data sources. This means we work very closely with Leadership, Talent Acquisition, HR, Marketing and Communication teams to ensure full transparency and alignment in any project we do. Often times our focus is on localising the great brand work already done by organisations. Sometimes we need to create a full people value

propositions with leadership teams, in other instances we create full Employer Brand programs for our clients.

Our typical engagement process for any of our services follows a simple 5 step process where we define the essence, frame and create the PVP, plan an activation, then activate a relevant solution based on your talent destination challenge. Finally, we ensure impact.







## Essence

This stage focuses on understanding your organisation through a number of mechanisms. These can range from workshops, surveys, social footprint analysis and core internal data and programmes.

## Create

This stage focuses on taking all of the inputs of the Essence stage and creating either new concepts, or localised concepts- starting with the PVP essence, key themes, and overall recommendations for internal and external activations.

## Plan

This phase focuses on turning the create outputs into an experiential marketing and engagement plan that is unique and with a distinctive look, feel and voice. This phase also includes briefings with internal talent acquisition teams and broader stakeholder groups.

## Activate

This phase focuses on the activation of the key experiential marketing and engagement elements - these can range from visuals, to online interviews, microsite development, and targeted campaigns to drive interest.

## Impact

This phase focuses on ensuring impact. We measure and adjust based on the results of the activation phase in order to ensure success.



# SERVICE SPOTLIGHT - THE PVP ASSESSMENT

Our PVP Assessment service has been designed to support leaders in developing a full and connected view of the value that current and future employees receive in their organisation. From our research and experience often there is no fully agreed view or connected strategy on what the people value proposition is in an organisation - leading to a lack of alignment and a lack of clarity in what that organisation is great at - resulting in engagement, employer brand and communication strategies that don't fully resonate internally or in the marketplace. This has multiple negative implications including struggles to retain the right talent and challenges in attracting right fit candidates in your business.

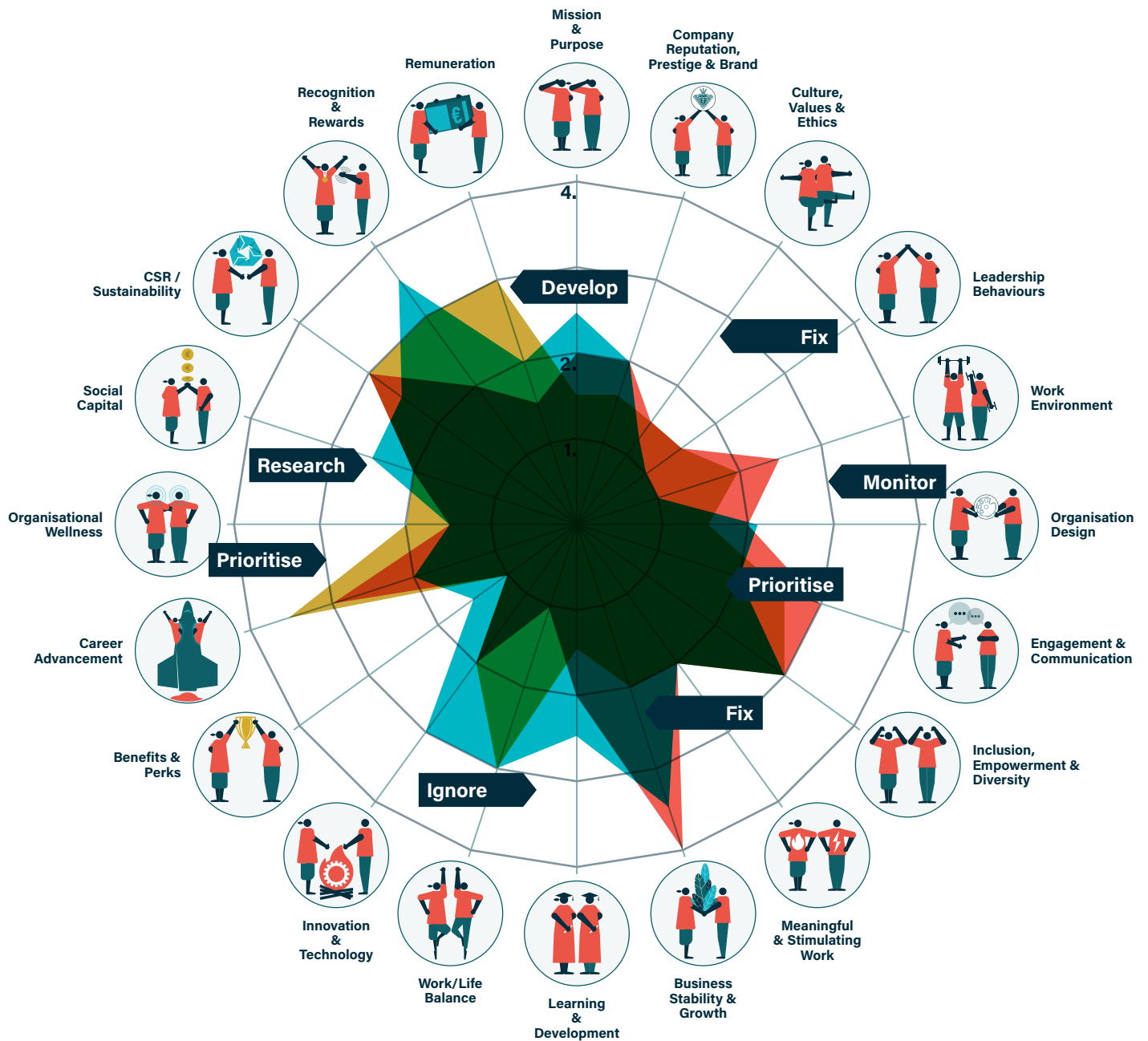
Through our research we have identified 20 key elements that are important to consider in assessing and the designing comprehensive PVP. These are 20

elements are considered important in a modern business and criteria that are consciously or subconsciously considered in selecting an organisation to work for. There are differences in importance of these elements across different sectors, cultures and demographics but the model is comprehensive and can adjust to work at a business, business unit, country or demographic level.

The PVP model enables us to plot as a team, via group working sessions, integrated online assessment and existing research analysis, the current view of the PVP in an organisation. A typical PVP plot looks like the one below. This plot highlights the level of maturity across each key PVP areas and also highlights how the leadership team in one business can have differing and mis-aligned views on the PVP of the organisation.







**The PVP is comprehensive and covers everything from the obvious - Remuneration, Benefits & Perks to the not so obvious like Social Capital, Innovation & Technology and Leadership Behaviours.**



# CLIENT CASE STUDIES

## CASE STUDY 1

**A biopharmaceutical company whose mission is to identify, develop and deliver life-changing therapies to people living with rare disease were launching in Europe needed to build out a Talent Attraction Strategy for EU.**

Future of Work Institute worked with their EU & Global teams in US in collaboration with their Heads of HR & Marketing teams to build out their PVP to drive attraction as they were in scaling mode.

Using our PVP model and design thinking methodologies we co-created a PVP that aligned to their purpose and mission and developed key principles to be used in their campaigns.

### **Outputs included:**

- A tailored PVP document with key principles & language to be used internally & externally
- Internal engagement strategy
- External attraction strategy
- Roadmap for implementation and application to their Talent Strategy

**Overall the organisation increased their digital footprint and application to hire ratio.**





## CASE STUDY 2

**A global airports and travel retail group with operations in 15 companies had an urgent requirement for high volume recruitment of frontline staff. They engaged with FOWI to support the elevation of their current EVP and development of localised tailored candidate attraction strategy for these roles.**

Using our unique PVP model we identified 4 key themes that attracted candidates to the role and conducted a full review of the recruitment process to ensure its transparency.

### **Outputs included:**

- Crafting the localised PVP story with key themes
- Development of Candidate Guide and revised Job Spec
- Management and execution of Glassdoor and Indeed campaigns to highlight positive employee stories
- Video to highlight positive employee stories and opportunities
- Tailored microsite to house role specific information
- External attraction strategy and marketing campaign to increase application rate

**Outputs included brand amplification and 50% increase in applications.**

## CASE STUDY 3

**A public sector organisation engaged with FOWI for the support in designing a Female Leadership Development programme as part of their retention and sustainability strategy. This organisation was struggling to maintain high potential female leaders within the business beyond a certain level. Less women in the organisation were moving up into Senior Leadership positions. They engaged with FOWI for the design of an internal Mentoring Programme.**

We worked with the L&D team to develop a bespoke programme that included training senior leaders and providing support to high potential female leaders within the business to build a peer to peer network.

### **Outputs included:**

- Development of an internal Mentoring Programme and brand
- Training a cohort of Senior Leaders to mentor high potential female leaders within the business
- Development of 4 thematic peer to peer Mentoring Circles for the mentee cohort to enhance skills required to move into senior positions
- Provision of Psychometric Assessments to each Mentee
- Supported the launch event of new programme, measurement of impact and finale event to celebrate with participants

**The overall campaign saw an increase in women progressing into senior positions and increased retention rates.**

# WHY US AND NOT SOMEONE ELSE?

Cpl Group has been in talent solutions and candidate attraction space for well over **20 years** providing advisory, best practices and large scale implementations for some of the world's most respected organisations. As part of Cpl and Outsourcing In the **Future of Work Institute**, can deliver best in class people value propositions, supporting by leading edge employer branding, marketing and communication strategies that stick. We don't **brand** - we create transformational people value propositions that create destination organisations.

## We have:

- 01** All your PVP and Employer Brand services in one place, supplied by one vendor, under one brand - including brand architecture, content development, employee experience strategy, marketing campaigns and internal communications.
  - 02** A group of truly multi-disciplinary & diverse talents from Strategy experts to employee experience thought leaders to brand specialists.
  - 03** Dedicated key account managers to ensure your PVP program is tailored to the needs of your organisation and employee's and you get the right support throughout.
  - 04** The right network of strategy, HR, TA, brand and engagement experts and coaches to deliver high standard services.
  - 05** Access to future trends, emerging technologies and latest thinking ensuring that your PVP approach is always leading edge.
  - 06** A global group of companies living the future of work and candidate attraction every minute of every day - we know what works in the real world and what doesn't.
-

# LOOKING TO CREATE A PEOPLE VALUE PROPOSITION THAT MATTERS?



## BOOK A CONSULTATION TODAY.



**Barry Winkless**  
Chief Strategy Officer and  
Head of The Future of Work Institute  
E: [barry.winkless@cpl.ie](mailto:barry.winkless@cpl.ie)

Contact Barry now to book a complementary client consultation call to see how we can help you design a people value proposition that matters.

**FUTURE  
OF WORK**  
institute®

A Cpl Company



# OUR EXPERTISE



## **Barry Winkless**

**Cpl's Chief Strategy Officer &  
Head of Future of Work Institute**

**22 years Strategy, Innovation, Storytelling, Employer  
Brand Experience across multiple sectors.**



## **Elysia Hegarty**

**Associate Director  
Future of Work Institute**

**20+ years experience in Employee Attraction, Engage-  
ment and Retention Strategies.**



## **Ferenc Gal**

**Digital Marketing  
Director**

**10+ years experience in digital marketing, technology,  
lead generation and candidate attraction.**



## **Dr. Brian Slattery**

**CEO  
Wrky**

**20 years experience in behavioural science and  
people analytics.**



## **Krunal Raichura**

### **Research Lead**

**8+ years experience in research, market trends and future of work.**



## **Maria Souza**

### **Client Experiences Manager**

**14 years experience in Employee Experience, Training & Talent Attraction Strategies.**



## **Neil O'Malley**

### **Marketing Campaign Manager**

**7 years experience in digital marketing, brand awareness, lead generation and candidate attraction.**



## **Gilvan Meireles**

### **Marketing Multimedia Specialist**

**8 years experience in the end to end production of corporate and journalistic videos.**



## **Alan Duffy**

### **Creative Designer**

**11 years experience in graphic design, storytelling through design, brand and candidate attraction.**

# About the Future of Work Institute

**CPL ARE LIVING THE FUTURE OF WORK DAILY WITH OUR CLIENTS. THE FUTURE OF WORK INSTITUTE, A CPL COMPANY, IS A CONSULTANCY THAT EXPLORES, QUESTIONS AND HELPS DESIGN FUTURE WORK SOLUTIONS WITH OUR CLIENTS, PARTNERS AND COLLABORATORS.**

Future of Work Institute part of Cpl Group is a consultancy business that explores, questions and designs future work solutions with our clients, partners and collaborators. We conduct research, workshops, events and projects across 7 core pillars such as Diversity and Inclusion, Talent Technology, Employer Proposition, New Workforce Models, Creative Leadership, Government & Regulatory and Future Skills.

For any queries about the Future of Work Institute please contact:  
Barry Winkless / Chief Strategy Officer & Head of Future of Work Institute  
T: 085 870 9053 / e: [barry.winkless@cpl.ie](mailto:barry.winkless@cpl.ie)







# FUTURE PROPOSITION: DESIGN A PEOPLE VALUE PROPOSITION THAT MATTERS



**FUTURE  
OF WORK**  
institute®

.....  
A Cpl Company

# **FUTURE OF WORK** institute®

.....  
A Cpl Company

We are proud to collaborate with our people analytics partner Wrky

