



A DIFFERENT KIND OF

VP

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NOT VICE PRESIDENT, nor Most Valuable Player, we're talking about an alternative VP that you need to consider. EVP – Employee Value Proposition. You may be asking, "What's that mean to me?" EVP is NOT just another acronym you'll use while messaging a friend or commenting on a social media post. In fact, unless you end up working in HR, you may never use it. How can something that you won't use be so important?

Evaluating EVP, or an organization's Employee Value Proposition, is an important step in your job search, offer acceptance, and satisfaction as an employee. It's doubtful a company will clearly state, "This is our employee value proposition..." Essentially, in return for your work performance, an organization's value proposition answers the following questions:

- What will the employer offer you?
- Why would you want to work for their organization?
- What unique programs does the employer provide?
 - How do you feel about the business' brand?

Why do organizations care about EVP? Employers want happy employees. A strong value proposition helps a business attract talented employees. An EVP that is effectively implemented increases employees' job fulfillment and encourages employees to stay.

WHAT TO LOOK FOR

It can be overwhelming. Deciding which potential employers to explore, which jobs to apply for, and eventually, what job offer to accept.

Check out an employer's job advertisement, or career website and you may notice basic benefits including insurance, paid leave, and retirement/401k. However, most job seekers simply expect these to be included in a minimum compensation package.

Assessing an employer's value proposition necessitates taking your evaluation beyond the basics. Past the expected responsibilities, location, salary, benefits and education/experience requirements, candidates tell us that a company's value proposition is very important to them. They want a company to "Tell me why I'd want to work here!"

An organization's employee value proposition goes beyond the minimums to describe what that employer offers if you choose employment at their organization. You may be able to glean an overall theme from the organization's mission and vision statement. The employment value proposition may also be shared in the job posting, on the employer's website, during the interview, in an employee handbook, and/or in the job offer. Employers could include the following in their proposition of value to potential employees:

- **ADVANCEMENT OPPORTUNITIES:**

Career development plans, leadership development and trainee programs, coaching, promote-from-within.

- **SUSTAINABILITY & STEWARDSHIP:**

Environmental initiatives, natural resource conservation, meeting the needs of a growing world.

- **DIVERSITY & INCLUSION:**

Employee Resource Groups (ERGs), affinity groups, veteran programs, policies and training.

- **MENTORING:** Formal or informal mentoring programs, pipeline for sharing experience and knowledge with new employees.

- **LIFELONG LEARNING:** Continued education and training, tuition reimbursement, scholarships, employee development initiatives.

- **COMMUNITY SERVICE:** Time-off for volunteering, company-wide initiatives, nonprofit and charitable contributions, social responsibilities, support of humanitarian causes.

- **HEALTH & WELLNESS:** Work-life balance, on-site facilities, gym membership, vaccination programs, employee assistance programs which provide confidential counseling and advice services.

- **COMPANY CULTURE:** The atmosphere inside an organization. Value placed on relationships vs. products & services. Flexibility options.

- **VALUE THE POSITION BRINGS TO THE EMPLOYER:** How the position fits into the overall organization and what/how you'll contribute to success, how performance will be measured, recognition received.

- **EMPLOYER BRAND:** Employment of industry experts, award-winners, and high-achievers. Familiarity with the employer's brand, including product and services, and general impressions.

What may be valuable to one person, may be utterly unimpressive to another. It's vital for you to review all possible employer offerings and determine what's really on your "must-have list". **AG**

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KNOW ABOUT US:
WE LOVE POPCORN.
THERE'S AN
ENDLESS SUPPLY OF
COMPLIMENTARY
POPCORN AVAILABLE
FIVE DAYS A WEEK ON
THE 4TH FLOOR! OH,
AND COFFEE TOO!"**

**EXCERPT FROM AN
ACTUAL AGCAREERS.COM
JOB POSTING**

Job offers are a legal document; think carefully about it before signing on the dotted line. You may be excited and ready to accept right away, but at least contemplate it overnight. You may even ask for up to a week to decide, but please be cognizant of an employer's timeline.

CONTINGENCIES

The job offer could include contingent conditions or exceptions that could arise if they discover findings that might hinder your ability to do the job. Examples of job offer contingencies may include background checks, motor vehicle reports, drug testing, health screening, reference checks, employment verification, license/certification obtainment, degree completion, all as permissible by law.

AT-WILL

Don't be alarmed if the employer's documents indicate that you are being offered "at-will employment." The U.S. is one of only a few countries where employment is mostly at-will (with a few limitations). At-will means your employer can terminate you at any time, for any reason, if it's not illegal. It also means that you can quit at any time. This can seem a bit harsh to a new job seeker, but just be aware it's part of the U.S. labor law in most states.

This article is not legal advice and is for guidance only. Check with your legal counsel, U.S. Department of Labor, or your state's division of labor for the most relevant and up-to-date information.