

Partnering with ACT to design an Employee Value Proposition

Inspirational EVP statement and narrative lays the foundation for a consistent employee experience for years to come

“Having Mindyasa as a trusted partner enabled us to accelerate the development of our Employee Value Proposition (EVP), which in turn gave us a much needed foundation to build on as we designed and implemented our talent programs. Since creating our EVP, for the first time we have been able to proactively and intentionally align our work across the function to create a cohesive internal and external employee experience.”

Laura Seamans
VP Talent Strategy




SOLUTION

Employee value proposition framework and process

RESULTS

Increased clarity



A compelling and clear EVP statement and fully tested EVP narrative that covers all aspects of the Talent Strategy team's work. A clear set of messages to attract future and retain current team members.

Alignment



Alignment and a shared understanding of the EVP for all Talent Strategy team members

Flow



A joined up view of the EVP to help collaboration with team members from other functions with the ability to flex the EVP as required

Value



A set of opportunities to embed the EVP in existing employee touch points and future programs

THE SITUATION

- High levels of organisational change including CEO and Senior Leadership
- No EVP within the organisation
- Team members experiences were inconsistent
- Foundational elements including North Star and brand personality were in place

CHALLENGES

- Driving alignment between a range of business units and functions to create an enterprise level EVP

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THE APPROACH

Over the last 60 years, ACT has established itself as one of the leading assessment companies in North America. With the appointment of a new CEO and then a subsequent change in leadership for the Talent Strategy team, Mindyasa were hired to develop a clear and inspirational EVP statement and narrative. This was to support the goal of driving a healthier and more effective organisation, by becoming more consistent and aligned in the way they work and collaborate, as well as how ACT's team members were treated.

ACT's Talent Strategy team had craved a clear Employee Value Proposition (EVP) for years, but one way or another, it always seemed to stay on their backlog of 'things to get to'. During this period of change and disruption, the experience that ACT's team members had could be very different year to year, as well as by function to function.

An EVP is the experience offered by an employer in exchange for the productivity and performance of an employee - it must be inspiring and motivating, but it has to be truly grounded in reality to avoid over-promising and over-committing. It must also reflect how an organisation presents itself to its customers and partners and ladder up directly to the organisation's purpose.

Mindyasa were perfectly placed to help ACT - having been instrumental in developing ACT's North Star, as well as their Brand Personality and Tone of Voice. Using these tenets as inputs, we interviewed internal and external stakeholders to capture a range of insights to help guide what was most important to ACT team members, and identify the 'edge' that the EVP would need.

Leveraging this data and insight, we created a draft narrative and worked with the team to challenge and improve that draft - ensuring that it had the good balance, felt right and was as inspirational as ACT's purpose. This draft was then tested with key stakeholders and then in partnership with the Talent Strategy team, we edited, tweaked and improved it until we had a fully comprehensive view of what life was like at ACT and had painted a clear picture of what employees could expect.

Finally, we worked with the Talent Strategy team to identify the opportunities to weave the EVP into their work to design the programs, experiences and communications with ACT's team members. This ensured the EVP was translated directly into actions that will have a positive impact on their team members for years.

FOR MORE INFORMATION

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