SHORE CREATIVE GROUP

A STEP-BY-STEP GUIDE TO UNCOVERING YOUR EMPLOYEE VALUE PROPOSITIONS

One of the problems with ideas like "values" and "culture" is that they are so big they're hard to pin down enough to build a story around. To help you uncover concrete examples for these sometimes-nebulous ideas, we've created this worksheet.

These are some of our favorite questions to identify the key employee value props for the companies we work with.

SUGGESTED PROCESS

· Decide whether you want to tell a story about your whole company or a specific team. Schedule a meeting with the hiring team or key employees and work through the questions together. It can help to record the conversation to refer back to later.

· Take a stab at every question, but don't worry if some don't resonate. Notice which are easier to answer; this will provide a gut check on which value propositions to emphasize.

QUESTIONS

People

· What about your organization's leadership gives you confidence in the company?

· Who in your company or team most embodies your values? What specific things can new hires learn from current team members?

· What characteristics are you careful to avoid in employees/team members?

Wow Factor

· If your company/team succeeds, how will the world/company be different in five years?

· If you're at a party/reunion/etc where nobody knows what your company is, what is the first thing you tell them?

· Do you have a notably big fan (person/customer/group) who cares about you beyond their financial stake in the company?

Learning and Development

· Is learning and development an ad hoc activity at your company, an everyday part of your work environment and culture, or a product of structured programs and offerings?

· What gets highlighted in the employee review process? Beyond professional development, do you do anything to help team members grow as people?

· What do people go on to do after working at your company?

Work Routines and Practices

· What hours of the day are most people in the office? How responsive are people expected to be outside those hours? How often do people work on weekends?

· Does your team use any special processes you couldn't live without? (Examples: remote work, meetings, dev sprints, hackathons)

· Which parts of your business move fastest, and are there any areas where you move slowly by design?

Values

· What beliefs guide your company/team's decisions and behaviors? Where did those come from?

· Where can you clearly see those values in action?

· Do team members get recognized when they embody your values?

· Does your team/company have any strong beliefs that most of your peer teams/companies would disagree with?

Social Vibe

· Do team members ever hang out together when they're not working? What does that look like? How often?

· What were the last couple company/team events?

· What is fun about working at your company? Do you have any traditions or rituals? How did they start?

Space and Location

· Have you deliberately organized, located, or decorated your office(s)? If so, what were your intentions?

· Where is your company or office located and what are your favorite places nearby?

Perks and Compensation

· What perks do you offer, and why? Free lunch, a notable location, proximity to transportation, day care?

· How do these reflect your values?