

GreenWays



JOBS FOR THE FUTURE

EMPLOYER ENGAGEMENT TOOLKIT | TOOL 1.8

CRAFT AN EMPLOYER-BASED VALUE PROPOSITION

TOOL 1.8

As you prepare to approach employers, develop a statement of your value proposition in collaboration with some of your existing employer partners. Conduct this exercise with a group that includes a diverse cross-section of staff. This will help capture the value generated throughout your organization. In addition, include at least one employer to make sure you do not rely on faulty assumptions when determining the value of a partnership to industry.

WHO SHOULD USE THIS TOOL

Senior leaders, program managers, instructors, board members, selected employers

This group exercise provides a quick way to gather multiple perspectives on the value of your organization, and to craft language that can be used with employers. The exercise can be completed in less than an hour, although you might want to dedicate some additional time for review and discussion of the final product.

STEP 1: GATHER IDEAS

10 minutes

Each participant should, individually, draft an explanation of the value for employers in partnering with the program. This description must be three sentences or fewer.

STEP 2: HIGHLIGHT KEY IDEAS

5 minutes

Pull out the keywords from each participant's description and write them on large sticky notes or blank sheets of paper. Tape sheets to a whiteboard or wall so that they are visible to the entire group. Are there common keywords that emerge across most individual statements? If so, list them here:

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STEP 3: BRING IT ALL TOGETHER

25 minutes

Discuss each keyword and develop, as a group, a concise value proposition that is three sentences or fewer. Think of this as an employer-focused “elevator speech.” Be sure that it keeps the employer focus in mind:

STEP 4: REVIEW YOUR VALUE PROPOSITION

20 minutes

Discuss what you’ve learned, using the following questions:

- > What were the differences between “values” of staff members and employers?
- > Does the final value proposition describe your program, or does it feel more like a statement of what you want the program to become?
- > Was it easy to craft a value proposition targeted specifically at employer needs?