



# Rethinking EVP and Talent Management in Government

TRAINING

Attracting and Retaining Talent  
for a New World



Facilitated by  
**PRINA SHAH**  
Global Coach, Consultant, Trainer & Speaker

Online → 21 & 28 June 2023



PUBLIC  
SECTOR  
NETWORK



## Overview

It is become increasingly challenging to attract and retain talent. The public sector is experiencing a shortfall in data and technology skills. The public sector is finding it harder to compete with the private sector with their uncapped compensations and move towards flexible working arrangements.

As government organisations focus on reform, economic development and digital transformation – the right talent more important than ever. It is time for HR and Organisational Development Specialists to take a step back and reevaluate what it means to be an employer of choice; as well as rethink what it means to work for the public sector today.

This hands-on, interactive workshop style training will enable HR and Workforce leaders to understand current and prospective employees, identify key generational shifts, unpack their aspirations, rethink benefits and develop new programs.

Through a mix of presentations and practical group activities our expert trainer will share practices and strategies that can help you bring your management skills into 2023 and become an effective leader for the future. It will help you to empower and uplift your employees to do their best work and most importantly be their best selves!

## Why Attend

- Practical Learning: Hands-on workshop style training course
- A Bespoke program: Designed especially for the public sector
- Benchmark and network with your public sector peers
- An opportunity to take a step back and think about creative solutions

## Learning Objectives

- Review and update your employer value proposition (EVP) to ensure it is aligned with the needs and expectations of today's workforce
- Emphasize the impact that employees can make in their work
- Highlighting the importance of public service and the ability to make a difference in people's lives
- Gain an insight into Employee sentiment
- Build an employer brand and learn how to better market your organisation as an employer of choice
- Learn about emerging employment trends and generational shifts

## Who Attends

Heads, Directors, Manager and Leads of:

- **Organisational Development**
- **HR**
- **Talent and Recruitment**
- **Capability Development**
- **People and Culture**
- **HR Business Partners**



## Meet Your Facilitator



**PRINA SHAH**

Global Coach, Consultant, Trainer & Speaker

Prina Shah is a modern workplace thought leader and HR strategist who helps CEOs, HR Teams, and Business Leaders seeking to make positive culture change happen in themselves and in their organisations.

Passionate about developing practical tools and frameworks that enable the modern workplace and empower teams to unlock their potential, she is especially interested in redefining processes from legacy, box-ticking exercises to opportunities to reinvigorate teams.

Prina has a BSc in Sociology and Social Psychology and a Diploma in Professional Coaching and is accredited in LSI, GSI, OCI, OEI, DISC Advanced, PRINT, and the Emotional Culture Deck.

Since 2015 she runs her own successful business with a diverse client base and supports and challenges her clients to discover and reach their true potential by implementing practical tools and methods to develop strategies that create positive and lasting change.

Prior to this, she held senior leadership roles in the WA public sector. Prina has honed her expertise with over 20 years of leadership experience within the Not-for-Profit, Public Sector, and utility sectors in London, Sydney, and Perth. In addition, she hosts a podcast “Ways to Change the Workplace” where she interviews business and people leaders on trends, shifts, and innovations that are transforming the workplace and the way we work.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

## Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 31 <sup>st</sup> Mar	Register by 12 <sup>th</sup> May	Register by 20 <sup>th</sup> Jun
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

**CLICK HERE TO REGISTER**



\*Group Discounts Available - Contact Registration at [registrations@publicsectornetwork.co](mailto:registrations@publicsectornetwork.co) or Call on **(02) 9057 9070**

## Module 1 – Understanding Trends and Generational Shifts

---

### 10:30am Welcome & Introductions

---

### 10:45am The Human Behind the Employee

- Generational shifts and key employment trends
  - From Baby Boomers to Gen-Zers: Who are they and what do they want from a workplace
  - Where does your workforce sit and how does this change your approach to talent management
- 

### 11:15am Break

---

### 11:20am Exploring Key Workforce Trends

- From Quiet Quitting to the Great Resignation
  - Looking beyond the buzz words and what does this mean
  - Discussing employee surveys and other tools to understand where your employees stand
- 

### 12:00pm Lunch

---

## Module 2 – Marketing the Benefits

---

### 12:30pm Re-iterating the Benefits of Working in Government

- From Job Security to Flexibility and Career Development to Growth
  - How to highlight the benefits in a way that resonates with your audience
  - Adopting a CX lens to get your message across
- 

### 1:10pm Job Purpose and Development

- Aligning job and purpose
  - Succession planning in the public sector
  - Performance Development
- 

### 1:45pm Breakout Group Activity: Start working on your EVP

- Using the lessons learned so far you will kick off working on your Employee Value Proposition
- 

### 2:25pm Reflections and Closing remarks

---

### 2:30pm End of Day 1

---

## Module 3 – Insights and Marketing

**10:30am Welcome and Recap**

**10:45am Gaining an Insight into Employee Sentiment**

- Why is this important
- Assessing the pros and cons: Focus groups, surveys, one-on-one meetings
- Collating and visualising this data

**11:45am Comfort Break**

**11:50am How to “Sell” working in Government and Building your Brand**

- Showcasing success stories
- Using social media
- Building partnerships

**12:35pm Lunch**

## Module 4 – Well-Being

**1:05pm Well-being and Work life Balance**

- Promoting psycho-social safety and well-being at work
- Making this part of your EVP
- Next Steps

**1:45pm Activity: Working on your EVP**

- Using the lessons learned you will continue working on your Employee Value Proposition
- Identify the gaps
- Build a strategy to bridge the gaps

**2:25pm Presentation, Feedback and Reflections**

**2:30pm Closing Remarks and End of Day 2**

CONNECTING GOVERNMENT  
[WWW.PUBLICSECTORNETWORK.COM](http://WWW.PUBLICSECTORNETWORK.COM)

**AUSTRALIA / NEW ZEALAND**

**P** +61 2 9057 9070

**E** [info@publicsectornetwork.com](mailto:info@publicsectornetwork.com)

**USA / CANADA**

**P** +1 (647) 969 4509

**E** [contact@publicsectornetwork.com](mailto:contact@publicsectornetwork.com)

JOIN THE SOCIAL LEARNING PLATFORM FOR FREE AT [WWW.PUBLICSECTORNETWORK.COM](http://WWW.PUBLICSECTORNETWORK.COM)

