



# Rethinking EVP and Talent Management in Government

TRAINING

Mastering the Art of Creating a Winning  
Employee Proposition



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

Online → 1 & 8 November 2023



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## 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

- Hands-on Learning: Workshop interspersed with group coaching
- 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 25 <sup>th</sup> Aug	Register by 22 <sup>nd</sup> Sep	Register by 31 <sup>st</sup> Oct
\$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

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### 10:30am Welcome & Introductions

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### 10:45am Understanding workplace shifts

- Generational shifts and key employment trends
  - The psychological contract: From Quiet Quitting to the Great Resignation
  - Looking beyond the buzz words and what does this mean
  - New expectations of leaders
  - New expectations of employees
  - Where does your workforce sit and how does this change your approach to attraction and retention
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### 11:15am Break

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### 11:20am Understanding the Employee Value Proposition (EVP)

- What is an EVP, and why is it important?
  - The role of EVP in attracting and retaining talent
  - Examples of companies with strong EVPs and how they benefit from them
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### 12:00pm Lunch

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## Module 2 – Adopting a CX lens

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### 12:30pm Adopting a CX lens

- Why does a government agency need an EVP?
  - What is customer experience and why is it important?
  - Applying the CX lens to the employee life cycle
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### 1:10pm Developing an Effective EVP

- Identifying the key components of an effective EVP (canvas)
  - Aligning the EVP with the company's mission, vision, and values
  - Conducting research and gathering data to inform the development of an EVP (gain the employee perspective)
  - Developing a messaging framework (comms plan) for the EVP
  - Best practice EVP e.gs
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### 1:45pm Breakout Group Activity: Start working on your EVP

- Using the lessons learn so far you will kick off working on your Employee Value Proposition
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### 2:25pm Reflections and Closing remarks

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### 2:30pm End of Day 1

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## Module 3 – Engaging your Workforce

**10:30am Welcome and Recap**

**10:45am Share your EVP examples**

- Recap on last session and what we covered.
- Recap on best practice EVPs

**11:45am Break**

**11:50am How to engage with your workforce to create your EVP**

- Creating an employee session for co design
- Examples of best practice ways you can create a buzz to develop your EVP as a codesigned document which is owned by the whole org, not just HR!

**12:35pm Lunch**

## Module 4 – Evaluation

**1:05pm Communicating your EVP**

- The importance of communicating the EVP to both internal and external stakeholders
- Different channels for communicating the EVP, including social media, job postings, and employee testimonials

**1:45pm Evaluating your EVP**

- How to evaluate the effectiveness of an EVP in attracting and retaining top talent
- Learn about different metrics for measuring the success of an EVP, including employee engagement, retention rates, and employer brand perception
- Group discussion on how to use data to refine and improve the EVP over time

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

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

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