



Rethinking EVP and Talent Management in Government

TRAINING

Mastering the Art of Creating a Winning
Employee Proposition



Facilitated by
TOM MIDDLETON
HR Director
Federal Government

Online → 9 & 16 April 2024



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Overview

As government organisations focus on reform, economic development and digital transformation – the right talent more important than ever. But it is becoming increasingly difficult to attract and retain skilled employees.

HR and Organisational Development Specialists 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 will walk participants through a framework for developing and implementing an Employee Value Proposition that will deliver improved recruitment outcomes. You will:

- Increase the number of applicants per role
- Target the right people for more suitable applicants
- Spend less on recruitment marketing

You will also learn how to You will identify your target audience, undertake a competitor analysis, and develop a central EVP guide that can be used to communicate a compelling EVP to your employees and job candidates. You will understand how to align EVP and organisational branding and incorporate the values and purpose of your organisation into your messaging. And finally you will gain insights to measure the success and effectiveness of your EVP.

Why Attend

- Hands-on Learning: Workshop style 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

- Solve a real business problem: You will use your organisational and recruitment strategy to define the key business drivers for developing your EVP
- Craft a compelling EVP: You will learn how to develop an EVP that resonates with your target audience and how to sell the unique benefits of your organisation.
- Align your EVP with your organisational branding, values and purpose
- Develop a performance framework: You will understand recruitment marketing performance and gather real time data showing the success of your improved recruitment marketing material.

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**



TOM MIDDLETON
HR Director
Federal Government

Tom has extensive experience as a senior human resources leader, having led multimillion-dollar capability development projects, redesigned workforce analytics and business partnering functions for federal government, and led workforce planning for a state health service. Recently he led the development of an Employee Value Proposition for federal government that was a finalist in the 2023 Australian Human Resources Institute awards in the category Best Attraction, Recruitment & Retention Strategy.

Currently Tom is employed with the federal government as a Human Resources Director. During his career, he has worked with federal and state government, as well as not-for-profit, and private industry. He has experience across a range of industries including health, industrial relations, animal welfare, and tourism. He has developed specialist skills in HR strategy and project management, workforce analytics, and talent attraction.

Key achievements include delivering \$5.4M remote workforce capability development project, launching joint workforce planning initiative for state health provider ecosystem, delivering multiple health workforce development programs with yearly budgets up to \$3.2M, implementing marketing analytics performance framework saving \$3M per annum, redesigning HR service delivery functions, and undertaking an operational uplift as part of the RSPCA board.

Beyond work, he enjoys hiking, reading, Brazilian Jiu-Jitsu and being a dad.

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
- Current challenges you are facing

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 2 nd Feb	Register by 1 st Mar	Register by 8 th Apr
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER 

*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.com or Call on **(02) 9057 9070**

Explore the Agenda

DAY 1 | Tuesday, 9 April 2023, 10:00am - 02:30pm AEST

10:00am Welcome and Opening Remarks

Module 1: Understanding the key to a successful EVP

10:15am Understanding the Employee Value Proposition

- What is an EVP?
 - How can an EVP provide business value?
-

11:00am Developing an EVP

- What are the business drivers for developing an EVP?
 - **Activity** - Discussion: what is the business driver for your EVP? What outcome do you want to achieve?
-

12:00pm Lunch

Module 2: Developing your EVP

12:30pm Define Target Audience

- Identify the specific segments of the workforce you want to attract and retain
 - Consider demographics, career stages, and key motivators for these groups
-

1:15pm Identify Key EVP Components

- Define the core elements that make up the EVP
 - Compensation, benefits, work environment, career development, and work-life balance
-

2:15pm Closing remarks

2:30pm End of Day 1

10:00am Opening Remarks and Recap

Module 3: Craft Compelling Messaging

10:15am Develop a clear message

- Reflecting the company's unique value proposition.
 - Highlight the most attractive aspects of the work experience.
-

11:00am Developing your EVP

- Recap
 - Define the Target Audience
 - Identify the specific segments of the workforce you want to attract and retain
-

12:00pm Break

12:30pm Demographics

- Consider demographics, career stages, and key motivators for these groups.
 - Competition offering?
 - Identify what candidates want
-

1:30pm Activity: Develop an EVP plan

Module 4: Implementing your EVP

1:45pm Align with Employer Branding/Values/Purpose:

- Ensure consistency between the EVP and the company's employer brand
 - Create a narrative that resonates with the company's overall brand image
-

2:00pm Implementing your EVP

- Integrate into marketing collateral.
 - Recruitment marketing metrics
 - Performance framework
-

2:15pm Adapt to Changing Needs:

- Regularly reassess the external market and internal employee needs
 - Be prepared to evolve the EVP to stay competitive and relevant
-

2:30pm End of Day 2



Get In Contact

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