



**DECISIONWISE**  
LEADERSHIP INTELLIGENCE®

# Employee Value Proposition

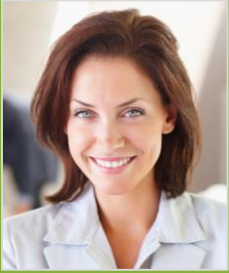
Sample Segmentation Report

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# Employee Value Proposition

## Job-Type Segmentation



### Profile 1

This segment is largely attracted with the work they will be doing. Members of this segment have more tenure than other segments within the company. They stay with the company because they love living in the area, and they have passion for the industry.

- 56% advanced degrees
- 75% female
- Average tenure greater than 10 years



### Profile 2

This segment is largely attracted with base pay. Members of this segment have less tenure than other segments within the company. They stay with the company because they like the benefits and perks, and they enjoy the people they work with.

- 41% advanced degrees
- 82% male
- Average tenure: 3-5 years



### Profile 3

This segment is largely attracted with schedule flexibility. Members of this segment work part-time while attending school. They stay with the company because they love living in the area, and they have passion for the industry.

- Mostly students or working mothers
- 92% female
- Average weekly hours: 15

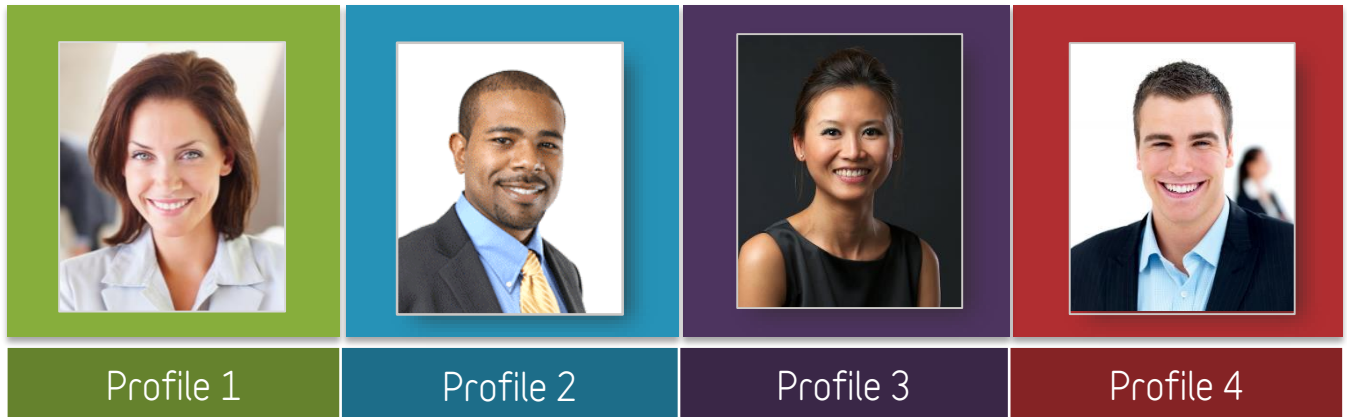


### Profile 4

This segment is largely attracted with base pay. Members of this segment are also attracted to the reputation and stability of the company. They stay with the company because they like the work they do and see career growth opportunities.

- 77% advanced degrees
- 82% male
- Management Positions

# Job-Type Segment Side-by-Side Comparison



A T T R A C T	The work I would be doing	The work I would be doing	The opportunities I would have	The work I would be doing
	The opportunities I would have	The opportunities I would have	The work I would be doing	The opportunities I would have
	The company brand name	The total rewards I would receive	The total rewards I would receive	The leader(s) I would report to

C O M M I T	Recognition	The work I do	The total rewards I receive	The leader(s) I work for
	The total rewards I receive	The total rewards I receive	The work I do	The people I work with
	The opportunities I have	Recognition	The people I work with	The work I do

# Profile 1

This segment joins the company because they are attracted to the industry, the work they would be doing, career opportunities, job fit, and rewards. This segment stays with the company because of job fit and interest, the people they work with, and rewards. Overall, 66% of the people in this segment see themselves working for the company long term. Within this segment, those in the lower compensation band are more committed to the company than those in the highest compensation bands.

## Unique differentiators:

- Flexible Work Schedule to help with child care
- Young workforce considers this a stepping stone to something else
- It's a job of convenience (commute, pay, etc.)
- High performers are dissatisfied with opportunity but love the people and are not worried about total rewards package

### Attract

Base Pay  
The work I would be doing  
The opportunities I would have  
Career Advancement  
Benefits

### Commit

Base Pay  
Benefits  
The work I do  
Opportunities to make impact  
Long-term Incentive

## Why They Work Here:

- This segment of employees has great passion for the industry and for making an impact within that industry. They are attracted to the brand name associated with this company.
- This segment loves the location of the company's work site. They are able to easily afford housing near work, and they have the ability to return home during the day, if the need arises. The segment enjoys recreational and outdoor activities in the area.
- This segment values work flexibility. Many have children and need to adjust their schedules to accommodate illnesses and other needs. This company affords them a fair amount of flexibility, but increased flexibility would be a significant committing factor.



## Demographics:

Age: 55% 30 – 39

Commute: 70% within 10 miles

Marital Status: 85% single

Children: 70% at least one child

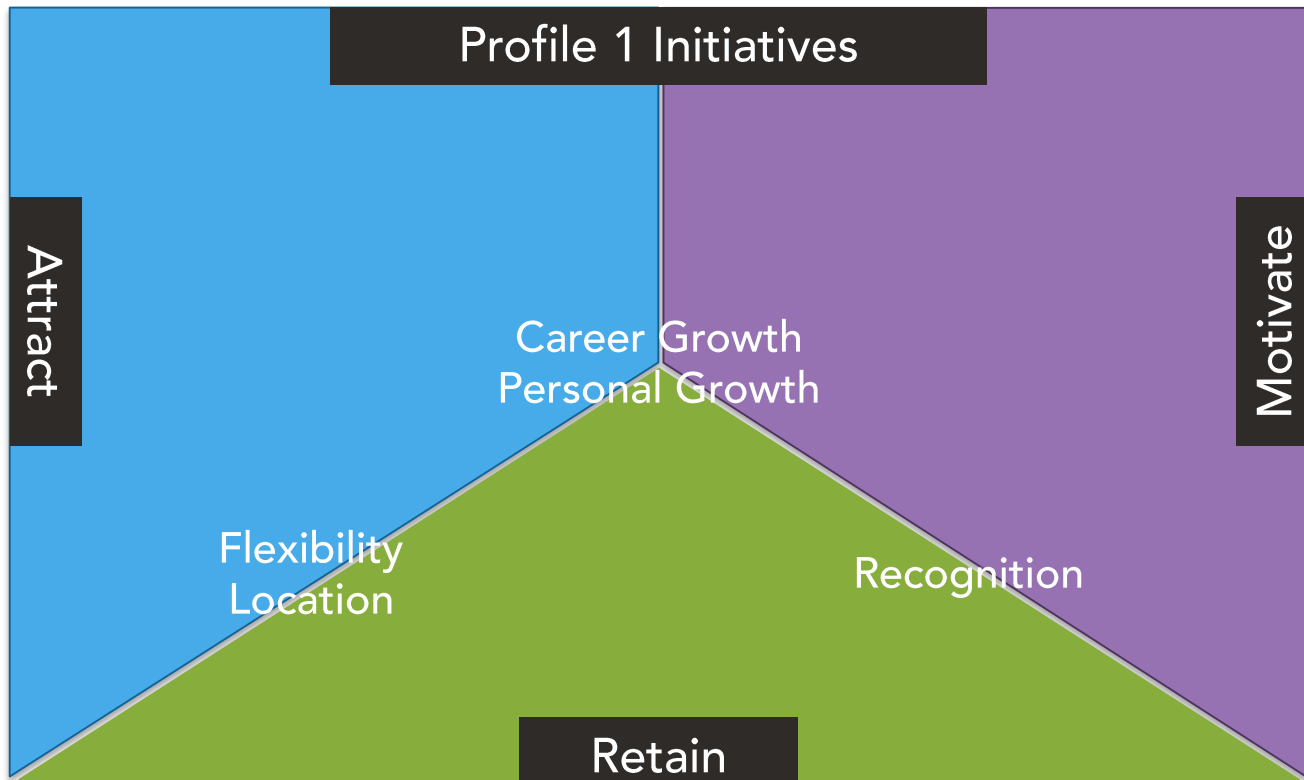
Tenure: 60% 6+ years

Education: 56% advanced degrees

Gender: 75% Female

## Top Benefit Requests:

- Sabbatical leave
- Flexible Work Schedule
- Onsite Fitness Facility



## Flexibility

Flexible scheduling options—allow employees to work up to 30 percent from home; allow employees to work during off hours or on weekends; Give flexibility in duration and frequency of breaks taken throughout the day.

## Career Growth

Create career path options for the position in order to represent a clear growth trajectory; explain multiple options for future career advancement and determine growth assignments to be used to prep employees for future opportunities.

## Personal Growth

Psychometric assessments and employee profiles; offer battery of assessments to help employees understand more about themselves and they way the work both privately and with other people; make coaches available to assist employees in professional and personal growth.

## Location

Service to assist employees in finding housing within a ten-mile radius of work site; assist in relocation costs in order to move employees closer to the work site.

## Recognition

Create an employee recognition program to recognize outstanding performance. Recognition to be given in variety of ways but specifically designed to help employees understand the impact that they have on accomplishing the goals and objectives of the organization.



## Attract:

- The career opportunities I would have
- Chance to work on innovative technology
- Potential fit with my talents and skills
- Opportunity to make an impact
- Challenging work assignments

## Commit:

- The opportunities I have to make an impact
- I get to work on innovative technology
- My job fits my talents and skills
- Challenging work assignments
- My work aligns with my interests

# 91%

*of the employees in this segment believe that the work that they do with this company makes good use of their talents and abilities.*

## Career Opportunities

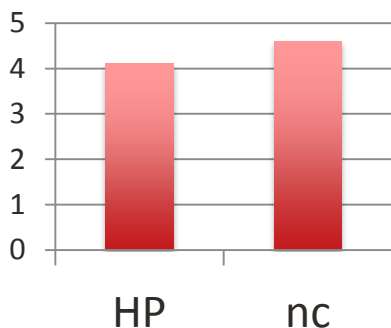
Members of this segment were initially attracted by career opportunities, but only 66 percent believe that the opportunities at the company are aligned with their long-term career goals. Those in the above-average compensation band responded 41 percent favorably that this company aligns with their long-term goals. When asked if they would choose to stay with this company, only 66 percent of this segment responded favorably.

## Innovative Technology

The chance to work on innovative technology was key for both attracting and retaining members of this segment.

## Opportunities to make an impact

Having an impact at work is the top factor for retaining members of this segment. They feel they belong at this company, and they believe their workload allows them to be successful in their job.



*High Performers scored 15% lower on base pay*

*“Understanding how my work and development can have an impact on the organization and my rewards is extremely motivating; as opposed to knowing the qualifications in a position readiness form or job description.”*



## Attract:

- The connection to the company's brand
- The location of the work facility
- The team members I work with
- The visible commitment to company values
- The leader I report to

## Commit:

- The commitment to company values
- The quality of team members I work with
- The quality of the leader I report to
- The level of respect for team members
- The location of the work facility

**84%** of the employees in this segment believe that they belong at this company.

## Brand Recognition

Though employees of this segment are initially attracted to the brand name associated with the company, what keeps them at the company is their connection to the company values and this company's commitment to them.

## Location

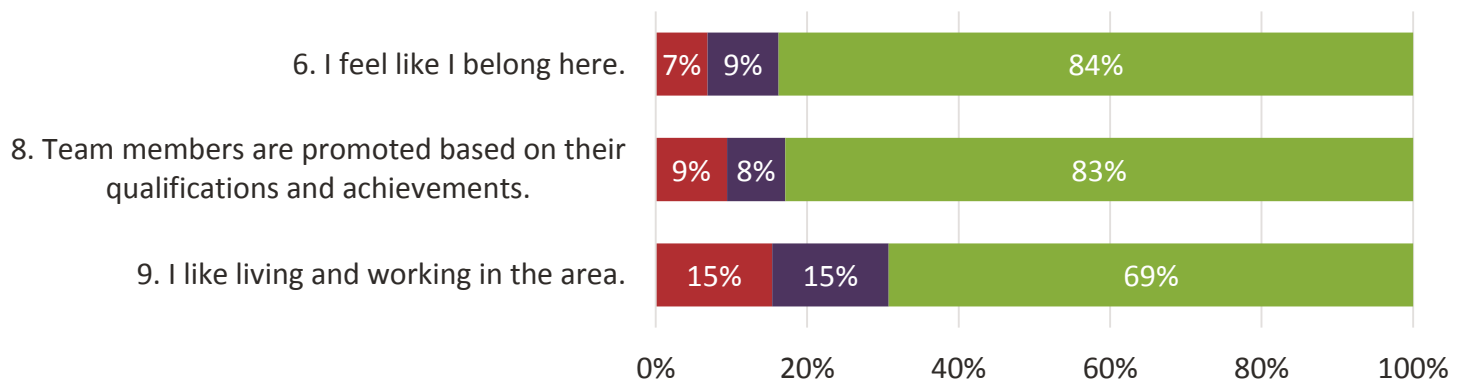
The location of this company was a key factor in attracting members of this segment to work for this company. 69 percent of this segment want to live in the area where the company is located.

## Team Members/Leaders

This segment ranked leaders and strong team members as key factors for staying at this company. They tend to agree that team members are promoted based on qualifications (83 percent), suggesting that they have confidence in the quality of their team members.

## Factors Related to the Organization

■ Unfavorable ■ Neutral ■ Favorable





## Attract:

- Base pay
- Short-term bonuses
- Long-term incentives
- Medical
- Time off

## Commit:

- Base pay
- Long-term incentives
- Short-term bonuses
- Medical
- Time off

# 70%

*of this segment believe that the rewards offered by this company are competitive with the offerings from similar companies in the industry.*

## Satisfaction With Rewards

Overall, this segment has high satisfaction with the total rewards package (Q11, 79 percent). There is no significant difference in satisfaction across comp ratios or tenure groups.

### Rewards that make the company competitive

- Bonuses – Both short-term and long-term programs
- Insurance – Medical, dental and vision
- Time off

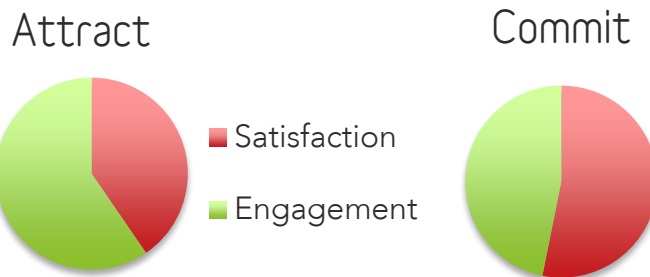
### Top requested rewards

- Sabbatical program (3.46)
- Flexible work options (2.36)
- Onsite fitness facility (gym) (1.81)

### How this segment would alter current rewards

- Compensation – Raise base pay and change requirements for salary increases
- Benefits – Increase 401k match, keep good medical but lower rates

*If given the option, a small majority of this segment would change how total rewards package spending is allocated (Q14, 54 percent favorable).*



*13% decrease in engagement appeal*

## Recognition

Satisfaction with recognition is 69 percent favorable (Q10). Across comp ratio groups, those in the highest comp ratio report the lowest satisfaction (59% favorable, 18% unfavorable). Men also report lower satisfaction (n=110, 68%) than women (n=7, 86%).





## Attract:

- The work I would be doing
- The opportunities I would have
- Total Rewards
- The people I would work with
- The leaders I would report to

## Commit:

- Total Rewards
- The work I do
- The people I work with
- The leaders I work for
- The opportunities I have

**86%** of this segment report that the future direction and goals of this company are exciting to them.

## Satisfaction With Rewards

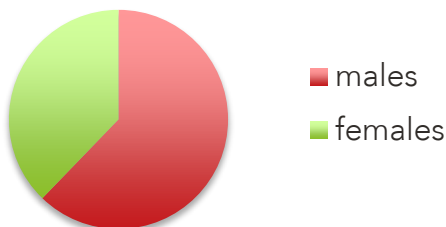
Opportunities at this company were important in attracting members of this segment. 72 percent responded favorably regarding their satisfaction with current learning and development opportunities. Additionally, 24 percent of comments made by employees in this segment mentioned personal growth and development as important to them.

This segment expressed the desire for more communication from management, employee development, and a more team-like environment.

## People

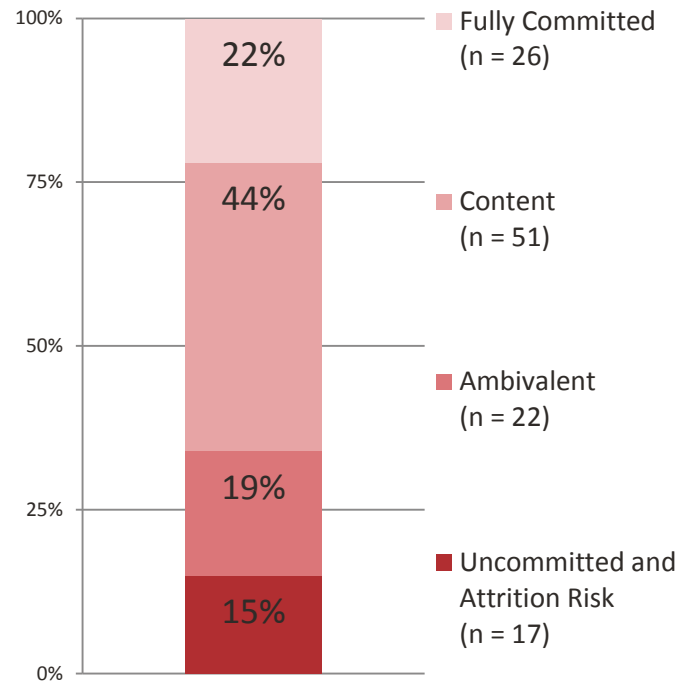
Similar to results for My Organization, having good team members is a top reason for why this segment is committed to a future at this company.

## Total Rewards



Females were 75 percent less likely to value total rewards as important to their future with the company.

## Attrition Index



According to their response to the question, *I would choose to remain here even if a similar job (pay, benefits, etc.) were available elsewhere*, 22 percent of this segment are *Fully Committed*, compared to the DecisionWise benchmark of 32 percent. Additionally, 15 percent of this segment are *Attrition Risks*, which is significantly higher than the 5 percent DecisionWise benchmark.