

## PRODUCT DETAILS

Event Type:	<input type="checkbox"/> Major conference <input type="checkbox"/> Specialist conference <input type="checkbox"/> MV & G event <input type="checkbox"/> Training event <input type="checkbox"/> e-Learning/Webinar <input type="checkbox"/> Regional event <input type="checkbox"/> In-house training	
Event Name:	How to develop your Firm's Employee Value Proposition?	
Event Code:		
Program Date& Time	Monday, 22 September 2014 6:30pm – 9:30pm	
Language	English	
Target Market		
Pricing		
Registration Target		
Revenue Target		
CPD Hours	3 hours	
Location:	CPA Australia office	
Overall CGS level:	Area	Business
	Level	Competent

## PROGRAM OVERVIEW AND KEY TOPICS

How to develop your EVP? Sharpen your talent sourcing strategy in a formalized EVP. An integrated training framework is presented and used to develop an EVP.

People are your most important assets. Treat them like they make a difference – and they'll make a difference. All firms have an EVP, but few of them have a formal EVP. This workshop will help you to learn how to formalize your EVP. Having a formal EVP can greatly assist with your firm's (i) recruitment as well as (ii) retention strategies. We will consider the best practices across different industries and work through a step by step process (EVP planning matrix) that participants can take back to their firm and apply.

1. Best practices of EVP
2. Defining your EVP
3. An EVP exercise will be conducted in which participants experience the power of the EVP Planning Matrix

## BENEFITS OF ATTENDING/ LEARNING OUTCOMES

- Understand what is an employee value proposition (EVP?) and why it is important for your firm?
- Using a case study of an EVP formulation, you will be able to formulate a strategy for communicating change in the EVP in your firm.
- Able to apply a general framework for formulating your firm's EVP (EVP Planning matrix) that can be put to immediate use.

## PROGRAM OUTLINE

The programme will cover the following:

6.30-7.30

Understand what is an employee value proposition (EVP?) and why it is important for your firm?  
Using a case study of an EVP formulation, you will be able to formulate a strategy for communicating change in the EVP in your firm.

8.00-9.00

Able to apply a general framework for formulating your firm's EVP (EVP Planning matrix) that can be put to immediate use.

9.00-9.30

Question and Answer Session – plus further takeaways for immediate action by participants.

**SPEAKER(S)**

**Bio Statement Dr Neale G. O'Connor FCPA**

Dr Neale O'Connor is the founder and director of the China Supplier 1000 Project, the largest ever face to face academic interview study of 1000 Chinese Suppliers. He is also a senior consultant of the China Lab at Silk Road Associates (Hong Kong), which provides corporate and strategic consulting advice to SMEs and Multinationals. Neale has developed corporate business cases for a number of large multinational companies including HTC, PQI, Philips, Delphi, and Alparma.

Using his rich research and industry experience on the use of performance measurement, management and incentives, Neale has conducted over 25 workshops for the Accounting bodies in Hong Kong and has spoken to many industry associations throughout Asia, including Hong Kong, Shanghai, Singapore and Australia.

Neale is a member of the CIMA Research Board of Directors, and is the corporate social responsibility judge for the HKMA Financial Reporting Awards. More details can be found at Neale's webpage [www.nealeconnor.com](http://www.nealeconnor.com).