

# Owner to Owner Podcast Notes



## The Value of an Employee Value Proposition

Episode #5

### Summary:

Felicia Harris, Principal Owner of EverythingHR and EverythingHR Financial Services, interviews Steve Czerniak, an organizational development expert who works as a volunteer consultant supporting small businesses, non-profit organizations, and start-up companies. The discussion navigates through strategies to build up trust among employees, motivate them if their work feels unchallenging, and how open communication strengthens engagement.

### Show Notes:

- Employees desire financial compensation, security, stability, protection, inclusion, rewards, recognition, challenges, and empowerment
- Why is it important to rid employees of uncertainty
- How to maintain a positive reputation
- What are the ways to build up trust with your staff
- You don't have to be the smartest person in the room, and you shouldn't be
- Have an understanding of not just "where" your headed, but "when" your headed
- Company culture includes the strong selling point of being able to work with highly talented people
- Being passive is the worst choice possible
- What are the best ways to make people feel like a productive part of the company
- How do you keep employees motivated when they don't feel excited by their contributions
- Employee value propositions need accountability from the leaders, the company, and the employees
- Loosen up on authority to allow employees to step up their abilities
- A business is nothing without people
- Set smart goals and stretch goals for employee evaluations to help them succeed
- Don't forget to make employees feel appreciated
- How do you respond when employees are bitter and try to take advantage of you

### 3 Key Points:

1. Employee value propositions state what your business strategy is and your total compensation and business health.
2. Build trust by: Reputation, Intent, Credentials, and Experience (R.I.C.E.)
3. Bring the fun to the job to prevent it from becoming stale.

### Tweetable Quotes:

- "If I don't make sure that the compensation is right, the rest of this really has no foundation which to be built." - Steve
- "You take each employee as they come...different people value different things." - Steve
- "You communicate up. You communicate down. And you communicate to your peers." - Steve

## **Resources Mentioned**

### **Podcast**

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

### **Twitter**

<https://twitter.com/everythinghr1>

### **Linkedin**

<https://www.linkedin.com/company/everythinghr1/>

### **Connect with Felicia Harris**

<https://www.linkedin.com/in/felicia-g-harris/>