[](https://goo.gl/tz529V)**EMPLOYEE VALUE PROPOSITION**

Using the information below, create an Employee Value Proposition that summarizes the key points that distinguish your organization from the completion. Use the information in the document to attract the kind of people that will make your organization better.

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| How do our salary and benefits compare to other organizations in the same industry? |
| **EXAMPLE TEXT**  *Our salaries average 3-5% higher than the industry as a whole. Our benefits are comparable with our competitors.* |
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| What opportunities do we offer for career advancement? |
| **EXAMPLE TEXT**  *We offer internal training on a variety of subjects and stipends and tuition reimbursement for approved outside courses.*  *We promote from within whenever possible.*  *56% of our employees have been promoted within two years of being hired.* |
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| What’s our organization’s mission statement? |
| **EXAMPLE TEXT**  *To create low-cost, high-value, and easy-to use supply chain solutions for the candy industry.* |
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| What’s our organization’s vision? |
| **EXAMPLE TEXT**  *Let’s help the candy makers make life a little sweeter.* |
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| What are our organization’s values? |
| **EXAMPLE TEXT**  *Customers come first, employees are a close second.*  *We value collaboration, cooperation, and teamwork.*  *We promote work-life balance by offering flexible schedules and a generous vacation allowance.*  *We also offer volunteer and donation matching and discounts for gym memberships and exercise equipment.* |
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| What is our organization’s goals, strategy, and objectives? |
| **EXAMPLE TEXT**  ***Goal:*** *Lead our industry segment in three years.*  ***Strategy:*** *Continually improving our product based on customer and employee feedback.*  ***Objective:*** *Have at least 60% of the leading candy manufacturers as our clients.* |
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| What are some reasons that our employees work here? |
| **EXAMPLE TEXT**  *“The work environment engenders creative problem-solving, credit is given where credit is due, and the pizza Fridays don’t hurt either. “ –Bob S*  *Being able to easily take time off for appointments and family vacations is different from any other place I’ve worked.” –Joan F* |
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| Why do our customers use our products or services? |
| **EXAMPLE TEXT**  *“Their software is as easy to use as an iPhone.” –Lisa Q, CEO of Candyopolis*  *“They really listen.” -Oscar R, CEO of Candypalooza* |
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