

Employee Promise

Sü Grant, AVP, Talent Acquisition



Executive Summary

Today's objective:

- ❖ Share our journey in developing an employee promise and how we brought it to life

Executive Summary:

- As part of our Employee Listening Strategy and the evolution of our programs, we developed a strong employee value proposition/employee promise to differentiate ourselves in the market
- We partnered with our colleagues in MarCom and our agency partner to create an employee promise strategy to elevate our ability to attract, grow and retain key talent
- Aligned the statement to our purpose and values
- Developed a detailed launch plan, internally and externally
- Officially launched on April 2!
- Embedding it in everything we do
- Measuring success
- Will continue to evolve and iterate

The value of an employee promise:

How will the promise support our organization?

Act as a mirror for our
employee experience

Differentiate us in a
competitive talent
market

Align our internal +
external messaging on
employee experience

Enhance our ability to
attract and retain
diverse talent

The objective

To develop a differentiated **employer brand platform** that:

- 1 Showcases an authentic image that resonates with employees and prospective employees.
- 2 Reflects Co-operators unique employee experience to help drive attraction, engagement, recruitment and retention of talent.



Communication Objectives

- **Internal:** Drive awareness of our promise to inspire and connect with current employees.
- **External:** Drive awareness of our promise to enhance our ability to attract exceptional, diverse talent

Our employee promise:

Be part of something bigger and help create a better world.

Join our mission to help Canadians protect and save for what matters most.

We are an inclusive, high-performance co-operative.

Be inspired. Make an impact. Who you are and what you contribute matters here.

Investing in your future. Together.



Creative platform

Co-operators is more than just a place to work. It's a supportive, inclusive workplace that offers employees every opportunity to grow their careers.

So, let's celebrate that by shining a light on all the **Co-opportunities** that make Co-operators a uniquely amazing place to work.

Key Highlights:

- Feature our employees
- Call to action: "Find your Co-opportunity"



Key takeaways and learnings

1

Gather feedback: In addition to our surveys and other employee feedback, we solicited input from many stakeholders

2

Collaborate: We could not have done this alone! We partnered closely with Marcom to make this happen and have an ongoing comms plan

3

Iterate: An EVP/Employee Promise is something that requires ongoing commitment to be successful

QUESTIONS?