

# Organization value proposition

Agile journey :  
30 days over 10 weeks



Do you want the best dream team for your organization?



Do you truly understand the real reason “why do people choose to WORK or NOT work for you”?

Do you have a unique Organization value proposition?

We partner to solve the puzzle together with a creative twist, in 30 days over 10 weeks.

Let's cocreate your Organization value proposition together!



# Offering 2- Our approach

## Organisation Value Proposition

### Overall Approach

Step 1 : We discover “what exactly is your current perceived organization value proposition”

We discover with :

- **Employees Painting contest**  
(Why should I stay here, My best moment, when my heart melted)
- C-suite **Interviews**
- Employee **surveys**
- External **market perception**
- **Alumni** connect

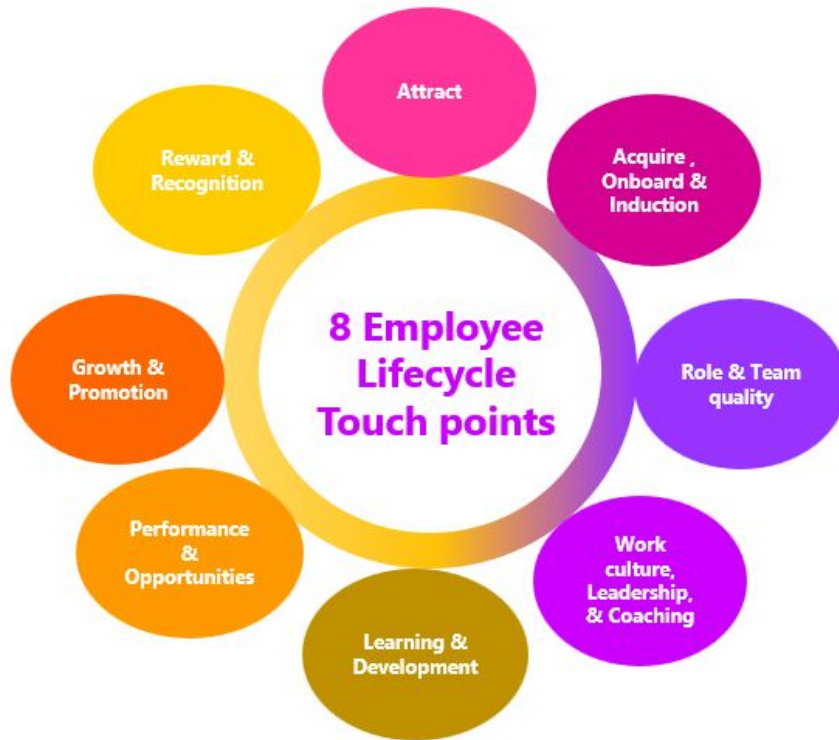
Step 2 : We define & cocreate your Ideal-New Org Value proposition with your C-suite /leadership team together in a cocreation workshop

We use creative tools like sketching/poster, design thinking, accelerated learning & theatre style learning.

# Offering 2- Organization value proposition

## Organisation value proposition frameworks

We diagnose, discover, define & co-create the organization value proposition based on these 2 frameworks.



Employee Lifecycle framework



Organization Anchors framework

# Offering 2- Organization value proposition

## Organisation value proposition frameworks



## Employee Lifecycle framework

# Offering 2- Organization value proposition

## Organisation value proposition frameworks



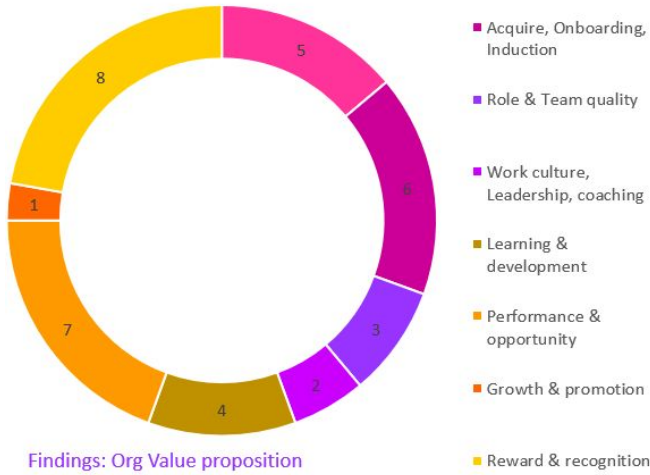
## Organization Anchors frameworks

# Offering 2- Sample outputs

## Analysis - Employees Painting contest discovery with Head or Heart

Total Posters : XX

### 8 Employee Lifecycle touch points

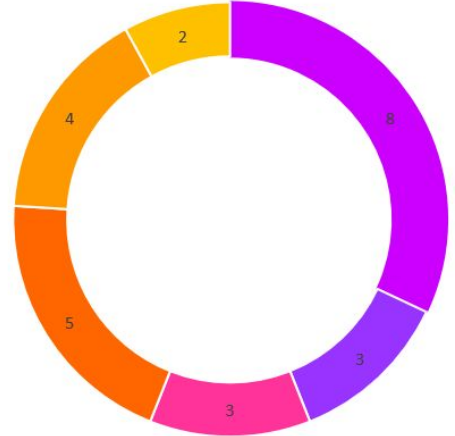


Findings: Org Value proposition

- Leads include
- Lags include

### 6 Organization Anchors

- Worklife balance & family support
- Health & Wellbeing
- Communication, transparency, employee exit
- Org vision, Innovation, Our brand
- Diversity & inclusion
- Social responsibility



### Strengths



### Opportunity



## Journey & Action plan towards the New Org Value proposition

### Example

Lifecycle points / Anchors	Action /Tasks (what)	Timing – Completion Date (when)	Team/Person responsible (who)
Communication, Transparency, Employee Exit			
Org Values, Innovation, Our brand			
Diversity & Inclusion			

Illustrative



# Offering 2- Organization value proposition

Let's co-create Version 1 of

1. **Current Organization value proposition**  
(Strengths vs Opportunities)
2. **Ideal-New Organization value proposition**  
(Opportunities to be moved as Strengths)
3. **Ideas to build a New value proposition**
4. **Journey & action plan towards the New Organization value proposition**





Do write to our Genie :

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**Let's co-create magic !**

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## Offering 2- Organization value proposition

Let's cocreate your  
Organization value proposition  
together!

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30 days over 10 weeks



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