

Identify Your Organizational Stories

The key to attracting Gen-Z and Millennials may be in ensuring you tell stories that encourage them to imagine working at your organization. Ensure that the stories you share provide proof of your Employee Value Proposition (EVP). Ideally, the stories you highlight should provide proof for one or more of the following facets of your EVP:

1. **Purpose & Impact:** The mission and values of the organization, and how employees contribute to something meaningful.
2. **Career Growth Opportunities:** How much the organization invests in professional development, learning, and advancement.
3. **Culture & Work Environment:** The workplace atmosphere, inclusion, and how employees feel valued and supported.
4. **Compensation & Benefits:** How salaries, health benefits, retirement plans, and other tangible rewards compare to other organizations.
5. **Work-Life Balance:** Whether the organization offers flexibility, wellness programs, and support for maintaining a healthy balance between personal and professional life.

Directions: Use the questions below to help you think of some people in your organization who may have stories that demonstrate your EVP. These questions focus primarily on three domains of your EVP: Purpose and Impact, Career Growth Opportunities, and Culture & Work Environment.

Purpose & Impact

1. Can you think of an employee who made a meaningful impact on a student, colleague, or the community? What happened?
2. Is there a story of someone whose work helped achieve your organization's mission in a visible or inspiring way?

Career Growth

3. Do you know someone who started in one role and grew into a leadership position? What steps did they take, and how did the organization support them?

4. Can you share an example of an employee who took advantage of professional development opportunities? What was the result?
5. Can you think of anyone in your organization who entered education in a nontraditional way?

Culture & Work Environment

6. What moments highlight your organization's sense of community or teamwork?
7. Is there a story of an employee feeling supported or valued during a challenging time?
8. Is there a story that highlights your organization's values in action?

General EVP

9. What do employees say when someone asks them why they work for your organization?