REFINING OCP’S EMPLOYEE VALUE PROPOSITION

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Purpose
- Frame the concept of EVP through research
- Identify defining aspects of OCP’s EVP
- Tailored recommendations to refine EVP

Activities

- Hypothesis Building
  - Literature review
  - Framework
  - Interviews with experts
  - Cross Industry Benchmark Analysis

- Data Collection
  - 10 Off-site interviews
  - 12 On-site Interviews
  - 2 Group interviews
  - 2 Facility visits

- Analysis & Recommendations
  - Analysis
  - Mapping Ideas
  - Discussion
  - Apply relevant benchmark examples

Insights
- Corporate mission and strategies are closely linked to an EVP
- Practicing the “Left-hand column” improves communication within the team and with our clients
- “Four Player Model” is a powerful tool to enhance our group dynamics and move forward
- Using process facilitation techniques to draw insights

OCP’s Transformations
- B2B (Phosphate) to B2C (Fertilizer)
- Becoming a global company

Our EVP Framework

EVP is the holistic sum of everything people experience and receive while at a company[1]

- Retain
- Attract
- Becoming a global company

Local Talent
- Local Talent
- JAL
- Microsoft
- LIXIL

Global Talent
- Global Talent
- Global career website and social media customizing for each country needing global talents
- Expand CSR activities globally (caravan, agriculture entre


Recommendations

Mission - OCP Core: People, Planet, and Phosphate

Values - OCP Pride: 1. Growth through challenging jobs/2. Exciting opportunities/3. Community & Openness

Strengths
Create constant challenges (pitch and execute new projects) and educate how they contribute to company mission in day-to-day work (experience farming)

Challenges
Drive career development (Internal job board and forums) / Bring in employees from diverse cultural backgrounds / Increase transparency of HR processes

Communication
Provide regular communication with top executives (Town hall meetings) and regular check-in’s between managers and employees for constructive feedback

Attracting Global Talent
Global career website and social media customizing for each country needing global talents / Expand CSR activities globally (caravan, agriculture entre)