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

Retain
Attract
Becoming a global company

Local Talent
Global Talent

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)