



## A Step-by-Step Guide to Uncovering Your Employer Value Propositions

*One of the problems with ideas like “values” and “culture” is that they are so big, they’re hard to pin down enough to build a story around. To help you uncover concrete examples for these sometimes-nebulous ideas, we’ve created this worksheet. These are some of our favorite questions to identify key employer value propositions.*

### Suggested Process

- Decide whether you want to tell a story about your whole company or a specific team.
- Bring together company leaders, culture holders, and/or the hiring and recruiting teams and work through the questions together. It can help to record the conversation to refer to later.
- Take a stab at every question, but don’t worry if some don’t resonate. Notice which are easier to answer; this will provide a gut check on which value propositions to emphasize.

### Questions

- Product Vision
  - If your company/team succeeds, how will the world/company be different in 10 years?
  - If you're at a party where nobody knows your company, what do you tell them?
  - Do you have a notably big fan (person/customer/group)? Why are they so passionate?
- People
  - What about your organization’s leadership gives you confidence in the company?
  - Who in your company or team most embodies your values? What specific things can new hires learn from current team members?
  - What characteristics are you careful to avoid in employees/team members?
- Learning and Development
  - Is learning and development at your company ad hoc or a product of structured programs and offerings? Do you help team members grow as people, beyond professional growth?
  - Is there anything unusual about your employee review process?
  - What do people go on to do after working at your company/on this team?
- Work Routines and Practices
  - What hours of the day are most people in the office? How responsive are people expected to be outside those hours? How often do people work on weekends?
  - Does your team use any special processes you couldn’t live without? (Examples: remote work, meetings, dev sprints, hackathons.)
  - Which parts of your business move fastest, and are there any areas where you move slowly by design?

- Values
  - Where did the beliefs that guide your company/team come from?
  - What are some examples of how your values influence work day-to-day?
  - Which of your beliefs would most of your peer teams/companies disagree with?
  
- Social Vibe
  - Do team members hang out together when they're not working? What does that look like?
  - What were the last couple of company/team events?
  - Do you have any traditions or rituals? How did they start?
  
- Space and Location
  - Have you deliberately organized, located, or decorated your office(s)? If so, what were your intentions?
  
- Perks and Compensation
  - Do you offer any perks or benefits that vary significantly from most other companies? How do these reflect your values?
  
- Challenges
  - What's hard about working at your company? Why do people most often leave or not succeed?



### **About Job Portraits**

Job Portraits is a San Francisco-based employer branding agency. We use authentic storytelling to help startups build a long-term recruiting advantage. Since our founding in 2014, we've helped 70+ high-growth startups increase candidate response rates, cut screening call times, and improve hiring team satisfaction. As former journalists, radio producers, and TV writers, we have extensive experience developing, building, and distributing content. And as former founders and recruiters, we have first-hand understanding of candidates and startup business needs.