

## FOUR CORNERS

An employment value proposition is made up of four elements that carefully balance, albeit a difference balance, for each candidate.

DEVELOPMENT focuses on the how people develop their careers. They look for mentorship, learning, and other assets.

PERSONAL is about how the job matches with the candidate at home. Very different candidate to candidate.

WORK EXPERIENCE is how a person works everyday and the tools and environment they work in.

FINANCIAL are all the considerations in regards to compensation.



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### DEVELOPMENT

**Mentorship** | *Will I have a mentor / be mentored?*

**Learning & Development** | *Are there formal programs? What will I learn? Will I learn something new?*

**Functional Support** | *Who will I interface with outside my department, and will that be enabling?*

**Performance Management** | *Is there a formal review process? How am I developed formally? How is it monitored?*

**Complexity** | *Is the development sophisticated? Is it simple? Which do I prefer?*

**Career Paths** | *What is it? Is it defined? Is it what I want?*

**Processes** | *What processes does the company use to enable me?*

**Technical Aptitude** | *Does this job meet my expectations on using my technical expertise? Will it deepen or widen my expertise?*

**Professional Destination** | *Will this job enable my plans on where I want to be in my career or profession? Is it a logical part of the plan?*



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### PERSONAL

**Satisfaction & Ego** | *Does this job make me feel good about myself? Will it make others think differently of me? How important is that to me right now? How important is that to me later?*

**Life Cycle Events** | *Does this match up with major events coming up? Will I be able to go to them? Can I enable them more? Will it disable them?*

**Future Plans** | *Does this alter them? Enable them? Can I do them sooner or later?*

**Influence & Pressure** | *Does this meet the pressures I have at home? What are the pressures I need to consider? Will my X approve? Do I need their approval?*

**Brand** | *Does this brand make me feel good? Does it make others feel good? How important is that? Is the brand in the news? Good news?*

**Location** | *Is it right for me? Is it different? Is it better?*



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### WORK EXPERIENCE

**Growth & Innovation** | *Does this job involve growth or innovation in this industry, region, etc.?*

**Technology** | *am I exposed to technology? Sophisticated? Better than I am using? New? Experimental?*

**Process and Systems** | *Do they enable me in being successful? Are they roadblocks? Do I need to create them? Can I change them?*

**Company Maturity and Size** | *Is this company the right size for me? Is it at the right stage of development? How are they versus others?*

**Corporate Responsibility** | *Is this company sustainable? Are they involved in the community? How does my job impact that?*

**Culture** | *Is it right for me? Is it different? Is it better?*

**Locations / Global** | *Do I like where the company location is? What about other locations? Is the business global? Do I care?*

**Safety** | *Do I feel secure in the working environment?*

**Train vs. Accelerate** | *Am I getting trained for something bigger or is this the something bigger? Which is important to me?*

**Employee Behaviors** | *Does the corporate behaviors match up with me? Do employee act like I do? Do I need them too?*

**Product Lines** | *Do I believe in the products? Can I get behind it? Do they put out a quality product?*



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### FINANCIAL

**Acceleration** | *How quickly will my compensation at this company increase? Will I get raises each yet? How much?*

**Reward & Recognition** | *Does the company have a formal program? Is it public? Will I get better recognition than I have had in the past?*

**3 Buckets of Compensation** | *Is my cash flow (salary), my incentive (bonus) and equity (stock) the same or better? Which do I need to be better? Is the package better or just certain items, and which do I need to be better?*

**Destination** | *Does this offer help me financial achieve what I need?*

**Benefits & Perks** | *What is beyond compensation and is it better or the same than I have? Will I get what I am missing?*

