

MERCER PUBLIC WORKSHOP

美世公开研讨会

基于员工 EVP 的整体奖酬策略

未来已来！互联网带来的数字时代已经改变企业的业务模式，同时也在改变人们的生活和价值观。传统的观念和做法不断被颠覆，同样，员工对于奖酬的价值衡量也在不断的迭代更新。传统的薪酬福利政策需要被重新设计为符合时代特点的整体奖酬策略，支持未来企业对人才的吸引和保留。

课程概述

VUCA 时代的人才挑战

- 企业面临的时代挑战
- 未来的组织和工作变化
- 未来人才市场的挑战和机遇

诠释 EVP

- 使得员工敬业的关键要素
- 个性化的雇员需求

基于 EVP 的整体奖酬设计

- 美世新整体奖酬模型概述
- 薪酬策略设计
- 福利策略设计
- 通过 X 元素，链接企业和员工价值观
- 案例分析：业务导向的整体奖酬设计实践

整体奖酬的沟通策略

- 有效沟通 6 大原则概述
- 案例分析：借鉴市场营销的方法宣传 EVP

整体奖酬有效性

- 了解衡量整体奖酬有效性所适用的维度
- 建立制度/流程以优化当前的整体奖酬落地实施

学员收获

- 掌握 VUCA 时代适用的崭新整体报酬模型，有的放矢设计与企业战略匹配的整体奖酬计划

研讨会信息

时间地点：
北京
6月12日

上海
4月18日
9月18日

深圳
7月27日

费用：
RMB 6,800 (含 6%增值税)

联络

美世学习与发展热线电话
电话：400 600 5599
电邮：
learning.china@mercer.com

- 学习衡量整体奖酬有效性的工具、技术及技能
- 评估您所服务的企业的整体奖酬有效性，制定优化计划
- 学习如何借助整体奖酬建立雇主品牌，助力企业招聘合适人才

学员对象

在企业内部正在或将要负责规划人员报酬的人力资源部领导，负责薪资福利政策规划工作的人力资源从业人员

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EVP ORIENTED TOTAL REWARDS STRATEGY

The future has come! The digital age brought by internet has changed the business pattern of enterprises and is also changing the life and value of people. The traditional concepts and practice are constantly subverted. Similarly, employees' measurement for the reward is also constantly iterated and updated. The traditional compensation and benefit policies need to be redesigned to the total reward strategy meeting the characteristics of the age and support enterprises to attract and retain talents in the future.

TOPICS COVERED

Talent Challenge of VUCA Age

- The challenge of the times facing enterprises
- The changes of future organizations and jobs
- The challenges and opportunities of the future talent market

Interpret EVP

- Key factors to make employees dedicated to work
- Personalized employee demands

EVP Oriented Total Rewards Strategy

- Overview of MERCER's total rewards model
- Compensation strategy design
- Benefit strategy design
- Link enterprises and employee values via X element
- Case study: Business-oriented total reward strategy design practice

Communication Strategy of Total Rewards

- Overview of six principles of effective communication
- Case study: Publicize EVP with the methods of marketing

Effectiveness of Total Rewards

- Understand the dimensionality applicable to measure the effectiveness of total rewards
- Establish systems/procedures to optimize the implementation of total rewards

WORKSHOP INFORMATION

Time and Place:
Beijing
Jun 12

Shanghai
Apr 18
Sep 18

Shenzhen
Jul 27

Price:
RMB 6,800(including 6% added-value tax)

CONTACT

Mercer Learning and Development
T: 400 600 5599
E: learning.china@mercer.com

BENEFITS TO PARTICIPANTS

- Master the brand-new total rewards model applicable to the VUCA age and design total rewards strategy matched with the specific company strategy
- Learn the tools, skills and technologies to measure the effectiveness of total rewards
- Evaluate the effectiveness of the total rewards of the enterprise that you serve and make the optimization plan
- Learn how to establish the employer brand by total rewards and help enterprises recruit suitable talents

TARGET PARTICIPANTS

The human resource leaders who are or will be responsible for planning the remuneration of employees and the human resource practitioners who take charge of the planning of compensation and benefit policies

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