## E+E 面向未来的整体奖酬 4.0

学习关注未来人才的整体奖酬框架，统合雇主和雇员价值，激活员工活力和敬业度

**上海场次支持全景动态直播** 🖥

**Duration: 1 day**
**Price: RMB 6,800 (6% VAT included)**

数字时代改变了未来的工作，也在改变了未来的人才,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。为什么高薪能找到员工却没有激励性？为什么员工对公司福利全无感觉？为什么提升员工敬业度的行动计划收效甚微？现有的奖酬体系应如何改变来吸引和保留未来的人才？

美世为期 1 天的研讨会将基于美世前沿的整体奖酬模型，帮助您设计和优化出既匹配业务策略，又满足员工独特价值需求的整体奖酬计划。其中包括学习如何同步融合沟通策略以保证落地实施，以及选取有效衡量指标的方法。

### 课程概述
### 诠释 EVP

- EVP 的定义

### VUCA 时代

- 经济增长变化
- 数字化的推动力
- 社会主要矛盾的变化

### VUCA 时代的人才

- 员工的多样性
- 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 4.0 模型概述
- 薪酬策略设计

- 福利策略设计
- 健康策略设计
- 职业生涯
- 通过 X 元素，链接企业和员工价值观

## 整体奖酬的沟通策略

- 有效沟通 6 大原则
- 沟通媒介策略

## 整体奖酬有效性

- 了解衡量整体奖酬有效性所适用的维度
- 案例分析:业务导向的整体奖酬设计实践
- 建立制度/流程以优化当前的整体奖酬落地实施

## 学员收获

- 掌握适用于未来人才的新整体报酬 4.0 模型，了解在工资和基本福利以外员工还可以在企业得到的哪些价值回报
- 学习如何通过整体奖酬设计整合企业和员工价值观，保留和发展人才
- 理解如何从现有奖酬计划逐步变革为未来的奖酬计划
- 掌握员工"脸谱"在奖酬设计中的运用
- 掌握如何让员工体验到"精心设计"的奖酬政策
- 学习正确选择衡量整体奖酬有效性的工具

## 目标学员

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

# EVP oriented total rewards strategy

**Live stream is available for Shanghai sessions** 🖥️

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.  Why high salary cannot bring high-incentive employees? Why actions like giving employees benefits and improving employee engagement have no effects? How can existing rewards system change to attract and retain talents?

Mercer's 1-day workshop will be based on Mercer's newest total reward, help you to design and optimize total reward planning, which matches business strategy, and help you to learn effective communication strategy and the way to evaluate effectiveness of total reward.

## Topics covered

### Interpret EVP

· Definition of EVP

### VUCA age

· The change of economic growth
· The changing force of digitization
· The change of social principal contradiction

### Talents in the VUCA age

· The diversity of employees
· Personalized needs of employees

### EVP oriented total rewards strategy

· Overview of MERCER's total rewards model
· Compensation strategy design
· Benefit strategy design
· Health strategy design

· Career planning
· Link enterprises and employee values via X element

## Communication strategy of total rewards
· Overview of six principles of effective communication
· Media communication strategy

## Effectiveness of total rewards
· Understand the dimensionality applicable to measure the effectiveness of total rewards
· Case study: Business-oriented total reward strategy design practice
· Establish systems/procedures to optimize the implementation of total rewards

# Benefits to participants
· Master the brand-new total rewards model 4.0 applicable to the future and learn what other value employees can get apart from salary and fundamental benefits
· Learn how to integrate enterprises' and employees' value by total rewards design and help enterprises retain and develop talents
· Understand how to change the current rewards plan to future rewards plan gradually
· Master the application of employee "face" in rewards design
· Master how to let employee experience the well-designed rewards policy
· Learn how to select correct tools to measure the effectiveness of total rewards

# 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, and COE