Strategic Total Rewards and Employee Value Proposition Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #HR6327_289431

Course Introduction / Overview:

This course provides a comprehensive framework for designing and implementing a holistic Total Rewards strategy that drives organizational performance and creates a compelling Employee Value Proposition (EVP). In today's competitive talent market, a simple salary is no longer enough. Organizations must build an integrated system of compensation, benefits, well-being, recognition, and career development that resonates with their workforce. This program moves beyond traditional compensation and benefits to explore the strategic alignment of all reward elements with business goals and corporate culture. Drawing on foundational concepts from experts like Edward E. Lawler III, who has extensively written on strategic pay and organizational effectiveness, participants will learn to build a rewards philosophy that is both equitable and competitive. This training course from BIG BEN Training Center is designed to equip professionals with the skills to analyze, design, and communicate a total rewards package that attracts top talent, increases employee engagement, and boosts retention. We will delve into practical applications, ensuring that the principles discussed, similar to those in works like "The Differentiated Workforce", are translated into actionable strategies for your organization, ultimately creating a powerful employer brand and a sustainable competitive advantage.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- Compensation and Benefits Specialists and Analysts.
- Talent Management and Acquisition Professionals.
- HR Business Partners.
- Organizational Development Consultants.
- Senior Leaders and Department Heads involved in strategic planning.
- Entrepreneurs and Business Owners seeking to build competitive teams.

Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Manufacturing and Engineering.
- Governmental agencies and public sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources.
- Finance and Payroll.
- Strategic Planning.
- Executive Management.
- Departmental Leadership Teams.
- Internal Communications.
- Legal and Compliance.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive total rewards philosophy aligned with business objectives.
- Design and implement competitive and equitable compensation structures.
- Create a strategic benefits program that meets diverse employee needs.
- Formulate a compelling Employee Value Proposition (EVP) to attract and retain talent.
- Integrate non-financial rewards such as recognition and career development into the overall strategy.
- Master communication techniques for effectively conveying the value of the total rewards package.
- Utilize data and analytics to measure the effectiveness and ROI of rewards programs.
- Ensure rewards strategies comply with legal standards and promote pay equity.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We move beyond theoretical lectures to foster a dynamic learning environment built on participation and collaboration. The course incorporates a blend of expert-led presentations, in-depth case study analyses of global companies, and interactive group discussions where participants can share experiences and benchmark practices. A significant portion of the training is dedicated to hands-on workshops and practical exercises, such as designing a sample compensation structure or drafting an EVP statement. Participants will work in teams on simulated projects, receiving constructive feedback from both the instructor and their peers. This experiential learning approach is reinforced with problem-solving sessions and strategic planning activities. Our goal is to empower attendees not just with knowledge, but with the confidence and practical skills to lead total rewards initiatives within their own organizations, transforming strategic concepts into tangible business outcomes.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Total Rewards

- Defining the Total Rewards Model and its five key elements.
- The evolution from traditional compensation to a holistic rewards strategy.
- Understanding the psychological contract and employee expectations.
- Linking total rewards directly to business strategy and organizational culture.
- The critical role of a rewards philosophy as a guiding document.
- Conducting an internal and external environmental scan for rewards planning.
- Introduction to the Employee Value Proposition (EVP) concept.

Unit Two: Designing Strategic Compensation Systems

- Fundamentals of job analysis and evaluation methodologies.
- Building equitable and defensible internal salary structures.
- Leveraging market data and salary surveys for external competitiveness.
- Designing effective base pay, variable pay, and incentive programs.
- Strategies for sales compensation and executive compensation plans.
- Addressing pay compression, inversion, and ensuring pay equity.
- Legal and regulatory considerations in compensation design.

Unit Three: Crafting a Competitive Benefits and Well-being Portfolio

- The strategic role of benefits in the total rewards package.
- Designing core benefits programs including health, wellness, and retirement.
- Exploring flexible benefits and voluntary benefit options.
- Integrating work-life effectiveness programs like flexible scheduling and remote work.
- Developing comprehensive employee well-being initiatives (physical, mental, financial).
- Managing benefits costs while maximizing employee value.
- Communicating the hidden value of the benefits package.

Unit Four: Developing and Communicating a Compelling EVP

- Defining the unique value proposition of your organization as an employer.
- Conducting research to understand what current and potential employees value.
- The key components of a powerful and authentic EVP framework.
- Crafting targeted EVP messaging for different talent segments.
- Integrating the EVP into the entire employee lifecycle from recruitment to exit.
- Developing a multi-channel communication strategy for total rewards and the EVP.
- Empowering managers to be effective rewards communicators.

Unit Five: Implementation, Governance, and Measuring Success

- Managing change when introducing new rewards programs.
- Establishing clear governance, policies, and procedures for rewards administration.
- Using HR technology to support total rewards management.
- Key metrics for measuring the effectiveness of your total rewards strategy.
- Calculating the Return on Investment (ROI) of rewards initiatives.
- Auditing your rewards programs for effectiveness and compliance.
- Future trends in total rewards and the future of work.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As gig work and portfolio careers become more common, how must traditional total rewards models, built for full-time employees, be fundamentally redesigned to create a compelling value proposition for a fluid, on-demand workforce?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the siloed functions of compensation and benefits to champion a deeply integrated, strategic perspective. While many programs focus on the technical "how-to" of salary benchmarking or benefits administration, our curriculum emphasizes the "why" by inextricably linking every element of total rewards to the overarching business strategy and the creation of a unique Employee Value Proposition (EVP). We place significant emphasis on the synthesis of financial and non-financial rewards, recognizing that career development, recognition, and a positive work environment are powerful drivers of engagement and retention. The course is built on a foundation of practical application, using real-world case studies and hands-on workshops that challenge participants to solve complex rewards-related business problems. Rather than simply presenting models, we guide participants through the process of diagnosing organizational needs, crafting a bespoke rewards philosophy, and building a communication plan to embed it within the culture. This holistic and strategic approach ensures participants leave not just with new knowledge, but with a complete framework for transforming their organization's ability to attract, motivate, and retain the talent needed to succeed.