

CENTRAL BANK OF EGYPT  
Egyptian Banking Institute



البنك المركزي المصري  
المعهد المصرفي المصري



## Developing Employee Value Proposition for Retention

## Course overview:

This course is designed to Identify effective Employee Value Proposition approach about how to retain employees through offering effective components.

## Course objective:

- Introduce Employee Value Propositions Approach
- Define the Benefits of EVP
- Develop an Effective EVP
- Explain Examples of Successful EVP Programs
- Apply EVP

## Course Outline:

### Module 1: Employee Value Propositions Approach

- EVP Definition
- EVP vs Employer Brand

### Module 2: Benefits of EVP

- Reasons for EVP
- EVP Benefits

### Module 3: Effective EVP

- EVP Key Components
- Steps to Develop an Effective EVP

### Module 4: Successful EVP Programs

- Several Examples of EVP in different Organizations & Business Sectors
- Case Study: Apply the EVP approach

## Target Audience:

- HR staff

## Delivery Method:

- In-class

## Assessment Strategy:

- Participants will be informally assessed based on their interaction during sessions, group exercises
- 60 % Cut of a score of total grades which is "100"

## Program language:

- Material: English
- Instruction and Explanation: Bilingual (EN<>AR)

## Course Duration:

- 12 hours

## Instructor Biography:

**Gihan Fatehy Khedr** is currently the Change Management Consultant and Human Resources Adviser to one of the governmental entities. Ms. Gihan holds a Master's degree in Human Resources from the Arab Academy for Science, Technology and Maritime Transport. She has many training courses in the field of human resources and administrative sciences and banking in several accredited training institutions, including a certificate in the field of human resources management, a certified trainer certificate, a certificate in financial applications, in

addition to many specialized administrative and technical training courses.

She has 25 years of experience in the field of human resources, administrative affairs, marketing research and training. She has held several positions in various companies and institutions in different fields in Egypt and Kuwait in the banking, pharmaceutical, human resources, manufacturing, retail, petroleum and marketing research sectors.

She works in the field of human resources: human resources strategies, performance management systems, training and development, benefits and remuneration, employee relations management and human resources management.

Her expertise in the field of human resources also included the development of structuring, updating and upgrading the recruitment system and the use of SAP system, preparing training

courses, job analysis, creating job descriptions and performance evaluation systems, in addition to qualifying human resources cadres to train young people to establish human resources management through the development of systems. Developed in this area relies on human resources as a strategic partner.

Also, she worked in projects of developing and modernizing the governmental banking sector in several banks with the aim of restructuring the administration in these banks under the umbrella of the Central Bank of Egypt, where it contributed to the appointment of a large group of experienced staff responsible for modernizing the government banking sector, which contributed significantly to the advancement. The banking sector in various fields of the two banks mentioned above.

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