



PEOPLE &amp; HR LIVE CONFERENCE RECAP

# Driving Clarity and Focus Through Your Employee Value Proposition

BY JESSICA SWENSON | JUNE 13, 2025

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“What we’ve heard from our employee base is that they’re tired, that this uncertainty wears on them, that they look for answers and stability from us in times of change,” said Becca Hagen, head of human resources for [Securian Financial](#). “For me, that’s an entry point into a different type of conversation. I see this as a great opportunity [to] step in and provide that calm in the storm; to answer those questions and give people something to hold onto.”

Today’s political, economic, and social uncertainty can put undue stress on employees, causing engagement issues and creating the need for a greater sense of stability in the workplace. Tools like engagement surveys help employers understand needs, offer clarity, and create a more stable, high-performing workplace.

According to Gallup’s 2024 data on global engagement rates, the percentage of employees worldwide who are actively engaged in their work is only 21%, Hagen shared during a fireside chat at [From Day One’s Minneapolis conference](#). During the session moderated by Megan Thompson, special correspondent at PBS News Hour, Hagen discussed how they are addressing this.

Securian leaders, including Hagen, set out to craft a new employee value proposition (EVP). A clear EVP can refresh a company’s internal brand and revitalize employee sentiment while providing shared language to help hold the company to its commitments. By collaborating with hundreds of employees through surveys, workshops, and other feedback loops, Hagen and team discovered “what brought people to Securian and what keeps them at Securian.”





Megan Thompson, special correspondent at PBS News Hour, left, spoke with Becca Hagen, head of HR at Securian Financial

Blending these internal insights with external research, they used an iterative process to create an authentic tagline that represents and informs their broader value proposition framework: Careers with Enduring Impact.

To embrace the company's legacy and purpose while holding space for new elements preparing it for its next chapter, she says, Securian created three pillars to support this new banner statement: Make a Difference, Grow and Thrive, and Succeed Together.

The first pillar acknowledges the impact their work has on people's lives and their commitment to their local communities. The company's track record of volunteering and giving back to the community is a part of their organizational DNA and is very meaningful to employees, says Hagen.

Pillar two addresses the personal and professional growth integrated into any career trajectory. It is important to recognize not only what the company offers in the realm of upskilling and professional experience, but to also support employee well-being outside of the workplace. Pillar three celebrates being a vital part of a high-performing team whose members support each other to do their best work.

To ensure the integration and long-term employee engagement with this new EVP framework, Securian is investing in the development of people leaders and facilitating their personal adoption of the initiative. Through an authentic connection with the EVP and clarity around expectations, leaders will be positioned to champion the employee rollout and more effectively embed it into daily life at Securian, says Hagen, which is certain to elevate the employee experience and boost performance. "This can't just be words on a page. This is how we aspire to show up each and every day," she said.

Hagen shared that it is by design that different people are resonating with different parts of the program. "We're not going to be all things to all people, but we do believe that there's something in it for everyone, and that it will restore that excitement, that belief, that hope in the future."

Another way the company is offering employees a sense of stability and clarity is with an enterprise-wide artificial intelligence (AI) readiness and digital literacy training initiative. The goal is for 100% of associates to have a baseline AI proficiency, preparing them not only for Securian's current AI-integrated workstreams, but for future expansion. "The team has responded incredibly well because I think they feel like now they're part of the journey. The fear of AI has melted away a little bit because it's been replaced with curiosity and a feeling of investment," she said.

Knowing that discomfort with uncertainty is driven by a lack of control or answers, Hagen and team hope that this new framework will empower employees by providing a decision-making framework and reducing ambiguity about Securian's values. "By giving clarity and the opportunity to sign on for what we believe is a really compelling proposition, we're giving people something that creates certainty."

*Jessica Swenson is a freelance writer based in the Midwest. Learn more about her at [jmswensonllc.com](http://jmswensonllc.com).*

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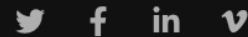
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