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Make change

Unlocking success with a stronger Employee Value Proposition



Contents

- ✓ Definition of Employee Value Proposition (EVP)
- ✓ Shaping your EVP and its impact on retaining talent
- ✓ Measuring EVP
- ✓ The importance of EVP in today's competitive job market



EVP in a nutshell

The unique set of benefits and rewards that an employer offers to employees in exchange for their skills and experience.

- Compensation and benefits
- Company culture
- Career development
- Work-Life balance
- Values and mission





Shaping your EVP

- Understand needs
- Correct or validate assumptions
- Identify gaps
- Encourage engagement

EVP's impact on retaining talent

- The role of EVP in reducing turnover
- How satisfied employees contribute to your company's success
- Research from Gartner says that 65% of candidates have discontinued a hiring process due to an unattractive EVP
- Can increase referrals by 28% (Gartner)



Competitive analysis

- Who are your competitors?
- What are they doing?
- Strengths and weaknesses
- Other factors
 - Salary offered
 - Other benefits, e.g. flexible working
 - Security
 - Job roles





Segmenting your workforce

- Tailor EVP to different employee segments
- Generational differences (Millennials, Gen Z), department-specific EVP
- Examples: Graduates may be looking for career growth and fun, while professionals could look for childcare, stability or work-life balance

Creating a compelling EVP

- Define company culture and values
- Conduct employee surveys to understand needs and perceptions
 - Are there any benefits missing from your package?
 - Do we offer enough progression for your long-term plan?
 - Is your work recognised and rewarded?
 - Do you feel that you contribute to the company's decisions?
 - What could we do to improve the work environment?



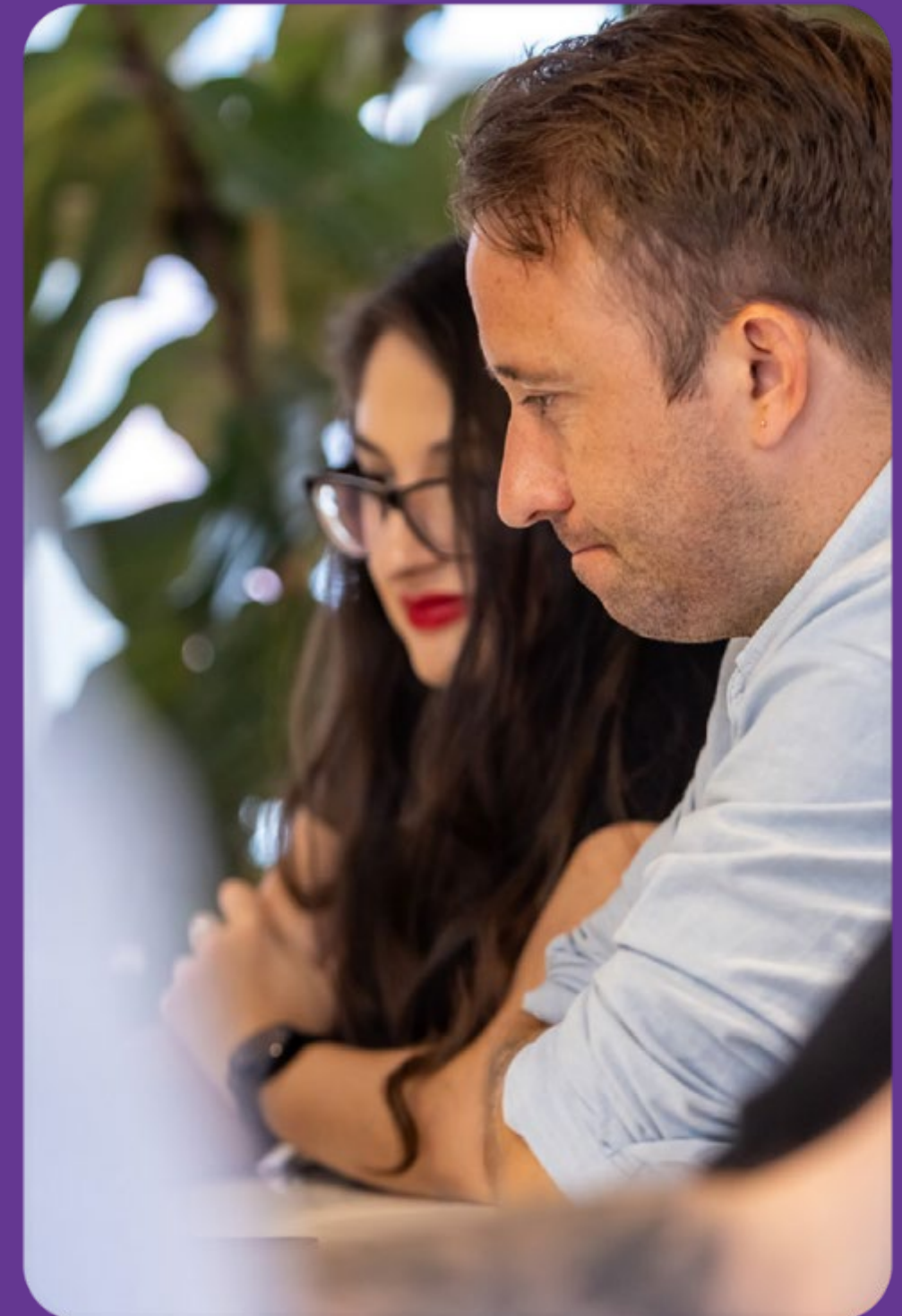
Communicating your EVP

- Internal channels – Brand ambassadors, company blog, newsletters, posters, and conversations
- Externally – Social media, adverts, careers site, and candidate communications



Measuring EVP effectiveness

- Employee engagement
- Candidate experience
- Social media engagement
- Applications / failing attrition
- Diversity and inclusion metrics
- Referral rates



Case studies



**WELWYN
HATFIELD**

Cheshire
Schools **JOBS**



 **Cheshire West
and Chester**

**United
Colleges
Group**

A close-up photograph of a person's hand, wearing a tan sweater, holding a black pencil and writing in a spiral-bound notebook. The notebook is open, showing lined pages. To the left of the notebook is a portion of a laptop keyboard, with keys like 'command', 'option', 'N', 'B', 'V', 'C', 'X', 'command', 'caps lock', 'shift', and 'fn' visible. The entire scene is set against a solid purple background that features three large, stylized, overlapping shapes resembling speech bubbles or callouts pointing towards the notebook and the text on the right.

Transparency in EVP

- The importance of honesty and authenticity
- Build trust through transparent communication
- How the pandemic has influenced employee priorities
- Adapt your EVP to changing needs

The future of EVP



- Keep talking to current employees about their experience and needs
- Always adapting
- The impact of technology, remote work, and evolving employee expectations
- Embedding culture for your next generation

Roundtable discussion

- How do you think your EVP aligns with the current job market and the expectations of potential candidates?
- In what ways can we better communicate our EVP to both current employees and potential candidates?
- What are your suggestions for improving EVP, making it more appealing to prospective talent, and enhancing the employee experience?