

The background of the slide is a solid tan color with a faint, white technical drawing or blueprint overlay. The drawing consists of various geometric shapes, lines, and circles, resembling a mechanical or architectural plan. The lines are thin and white, creating a subtle pattern across the entire background.

# Creating Your Employer Value Proposition (EVP)

A blueprint for  
creating the very foundation  
of your employer brand.

## **Why your EVP is more important than ever**

Many organizations consider launching an initiative to formalize and communicate their employer value proposition (EVP) when they are actively recruiting. But Internal and external audiences alike need to be reminded consistently of the value they gain from their relationship with you.

Especially in times of crisis and uncertainty like these, good brand communications let them know what you stand for as an organization. That you're true to your purpose and your word. And that they can trust your leadership to keep them safe and secure.

The talent you're going to need for tomorrow needs to be engaged now. Creating a communications plan that showcases your value as an employer is an important component to a strong Talent Strategy. From the messages on your social platforms to job descriptions, and to the internal communications with employees—your messaging should reveal your value proposition in a way that will help you attract, engage, and retain the caliber of talent you need to be successful in the future.

It may be months before we see a return to the hiring levels we saw prior to COVID-19, but with the right communications, your employer brand can weather the storm and put you in the perfect position to engage with top talent when you need them.

## Telling Your Story: Uncover your EVP

An **employee value proposition** (EVP) is the unique set of benefits which an employee receives in return for the skills, capabilities and experience they bring to your company.

Different organizations have different reasons for defining their employee value proposition. Typically, this might include things like reducing turnover, lowering recruitment costs, or attracting more of the right talent to help you reach your goal.

At the start of this process, you'll need to be able to communicate what you're doing and why so that you can get the buy-in and support of your entire organization. Gather benchmarks on the issues you'd like to improve. You'll also need to get your goals and contributing leads organized.

### BEFORE YOU BEGIN: Set Goals

What is the goal behind clarifying our EVP? What will it mean to our company?

Who should help drive this effort? How will they help?

What is the project timeline?

## BEFORE YOU BEGIN: Research Your Competitors for Talent

*What is it that makes their opportunity appealing?*

COMPETITOR

WHAT IS THEIR  
UNIQUE VALUE  
PROPOSITION  
TO THE  
CANDIDATES  
WE DESIRE?

WHERE CAN  
CANDIDATES  
FIND  
INFORMATION  
ON THIS?

COMPETITOR

WHAT IS THEIR  
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FIND  
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ON THIS?

## DISCOVERY: Gather Existing Information

*Use the insights you have received from employees*

Gather the information available to you from any previous employee surveys, notes from exit interviews, as well as any declining and “silver medalist” candidate interviews that can give you information about what makes your opportunities more or less competitive than others.

Don’t forget to ask your Recruiting team for any candidate comments they may hear regularly when sourcing or screening talent. This may give you an additional information on your reputation as an employer in the community.

### Request documentation on:

Employee Satisfaction or Engagement Surveys

Exit Interviews

Candidate Interviews/Candidate Withdrew

Candidate Interviews/Silver Medalists

Information from Recruiters/Candidate Pushback

## DISCOVERY: Surveys and Focus Groups

### *Finding the emotional connection*

Much like the employee satisfaction survey, the purpose of a focus group is to give your team the opportunity to voice their opinions. However, the difference here is that, rather than a yes and no answer, you have the opportunity to hear “why.”

Not only will it help you understand more about what people do (and do not) enjoy about working at your organization, but you’ll also discover what makes an emotional connection with them.

### **Tips for a successful survey or focus group:**

- Make sure surveys and focus groups are structured so you can identify themes by job disciplines, time on the job, and location
- Remind participants that they can speak with anonymity
- Remind participants that you want to hear both good and bad. It is the only way to improve things.

### **Among your questions, ask:**

- Do you understand your career path?
- How freely do you speak with your supervisor?
- Do we live by our mission, vision and values?
- If you were to leave tomorrow, why would you be leaving?
- Can you reach your full potential here?
- Would you recommend a friend to work here?

## ANALYZE

*Clarify your findings*

The information collected during the Discovery phase will provide insight into the factors employees and job seekers consider important and how the company can meet their wants and needs.

Many answers will overlap across all disciplines; you'll use that information to formulate your company EVP. Others won't. Some attributes and challenges look different to different job disciplines, people in different locations, etc.

Keeping this in mind is important, as later in this section, you'll want to use this information to craft job descriptions and other messaging to appeal to those candidates.

### Key Findings:

**What's important to the people you want to attract to your opportunities?**

**Why do people in this discipline like working here?**

# ANALYZE

*Clarify your findings*

## Key Findings (cont.):

What's most likely to make people leave your organization?

Where is the biggest opportunity for improvement?

What does your company stand for?

Are there quotes or stories from your meetings that make an emotional connection to the message?



## ANALYZE: Clarify the message to each audience

*Understand the drivers for the talent that will help you achieve your business goals*

DISCIPLINE

WHAT DOES  
THIS GROUP  
WANT MORE  
IN THEIR  
CAREER?

WHAT DO WE  
OFFER THAT  
FULFILLS THAT  
NEED?

DISCIPLINE

WHAT DOES  
THIS GROUP  
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## DRAFTING YOUR EVP

It's now time to bring together all of the work you've done so far.

These are the attributes of an employee value proposition. Most companies include a combination of these elements in the core of their EVP statement.

Use our guide on the next page to help you through the process of organizing your findings along these attributes.



**Work:** Includes job-interest alignment and work-life balance



**Organization:** Includes market position, product/service quality, and social responsibility



**Opportunity:** Includes career opportunities, development opportunities, and organization growth rate



**Rewards:** Includes work life balance, compensation health and retirement benefits, and vacation



**People:** Includes manager quality, coworker quality, senior leadership reputation, and camaraderie

## DRAFTING YOUR EVP

*What do you offer people that come to work for you?*

**Work**

**Organization**

**Opportunity**

**Rewards**

**People**

## CREATE YOUR EVP STATEMENT

It's time to create your EVP statement. Remember, your EVP statement should

- Be uniquely your own
- Align to your organization's vision, mission and values
- Be achievable and honest – your EVP statement should reflect what your organization is actually like, not just what it aspires to be.
- Be targeted to attract the candidate persona(s) we developed as part of this process.
- It should be concise and in your company's voice.

**Our company's EVP Statement**

## TEST YOUR STATEMENT

Before you go live with your Employee Value Proposition test the EVP with current employees and apply their feedback as you work toward a final draft.

Make sure they consider the statement from two perspectives:

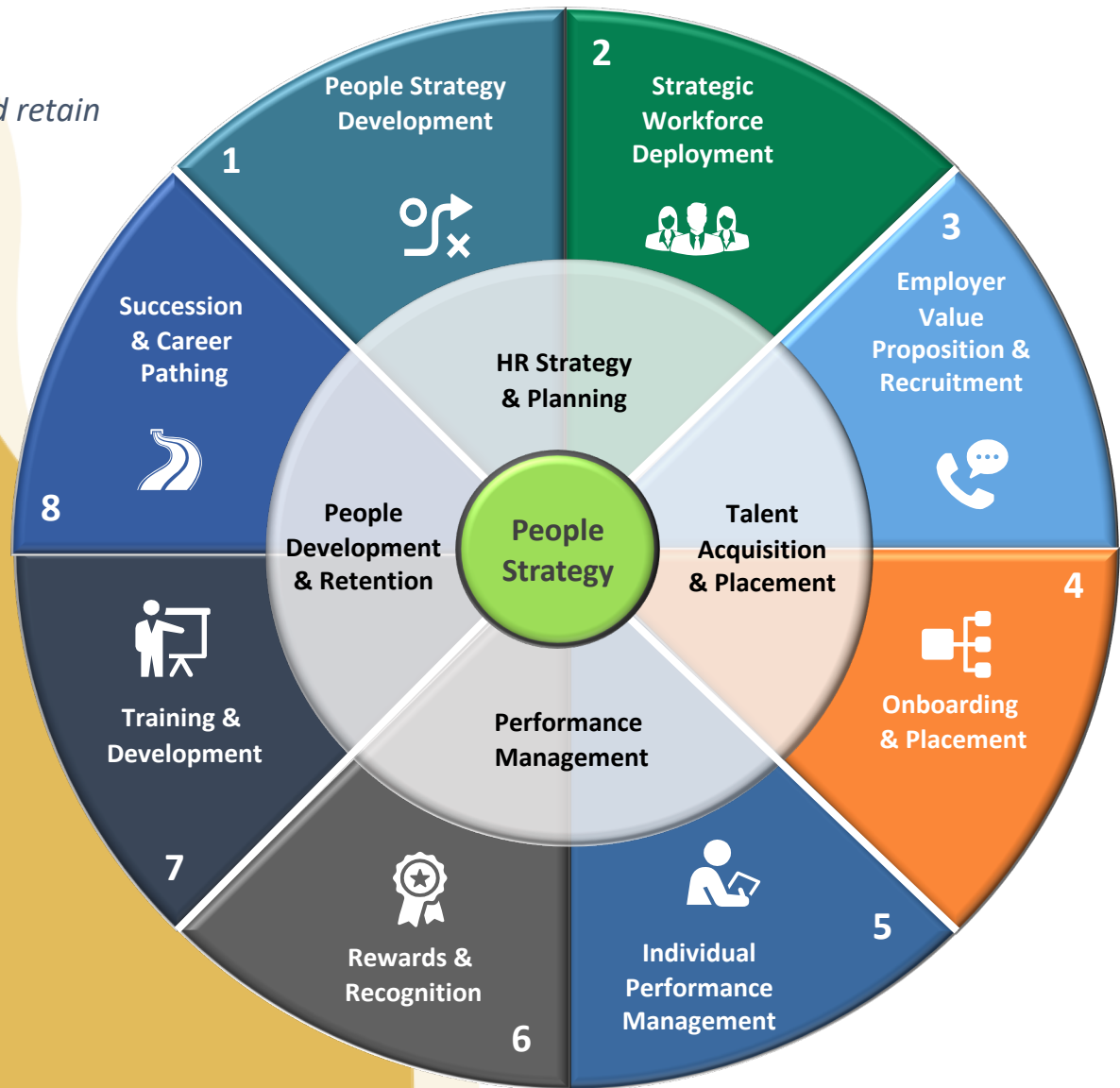
- As a candidate - Would this EVP resonate with them as a job seeker considering an opportunity with your company?
- As a current employee - Does this EVP align with their desires and what the company is actually delivering?

## ROLLOUT YOUR MESSAGE

*Your EVP helps you attract, recruit and retain talent within your company*

The goal of the Employer Value Proposition is to improve the talent experience throughout the lifecycle--from candidate to alumni.

Using the EVP to inform every communication and action ensures they provide a similarly consistent point of reference and helps promote a positive brand reputation and experience.



Need additional assistance?  
Call us or contact us online at [newtontalent.com](http://newtontalent.com)

