

Creating and Employee Value Proposition (EVP)
Introduction



Executive Search 2.0
Evolving Talent Acquisition

Tips for Developing Your Employee Value Proposition (EVP)

The Employee Value Proposition (EVP) is a total summary of everything employees experience and receive (get) while they are part of your organization: everything from inner satisfaction of the work, to the environment, leadership, colleagues, customers, compensation and more.

Your organisation's EVP should clearly state:

- what makes your organisation the obvious choice over the competition
- how the organisation balances what an employee receives from their employer in return for their performance on the job

In recruiting, EVP's are used to market your company to attract valuable talent. To create your EVP start with answering the following question:

"Why would a highly talented person choose to work here?"

Your EVP should address two key elements: attraction and commitment.

Elements of an EVP can change depending on an organisation's focus, economic trends, or shortages in workforce. For instance, with an economic downturn the highest ranked attribute employees will be looking for is organisational stability.

EVP's must observe three factors so it communicates and builds credibility within the prospective job seeker talent pool. It must:

- Reflect reality - an EVP should not be excessively positive or leave out vital negative aspects.
- Enable self-selection - an EVP should enable applicants to self-assess whether they are a good fit with the organisation.
- Ensure consistency - the information candidates receive about the organisation from different sources must be consistent (i.e., blogs, newspaper articles, current employees, search firms conducting projects).

An EVP that meets these elements will attract employees who understand and will be committed to your organization and its mission.

Use the exercise below to help you to build your agency's Employee Value Proposition.

Employee Value Proposition (EVP) Exercise

Employee Value Proposition (EVP): The sum of everything people experience and receive while they are part of an organisation—from basic satisfaction of the work to the environment, leadership, colleagues, customers, compensation and more.

You need a compelling answer to the question: ***“Why would a highly talented person choose to work here?”***

To craft a winning EVP, complete the following exercise:

I. Your client's Employer of Choice Mission

“To create a workplace where every person who works here . . . “

II. Success factors

“To be a successful employee in this organization, one must . . . “

III. Critical Dimensions

What makes the organisation a great place to work in each of the following areas:

The Work

The Organization

Employee Development

Leadership

Lifestyle

Rewards

IV. Discussion

1. Are the values, systems, policies and behaviours aligned to deliver the EVP?

2. What are the strengths of the EVP?

3. What are the weaknesses of the EVP?

4. What are the most compelling aspects of the EVP?

5. Is the EVP better than that of the talent competitors?

6. What EVP will draw talent from competitors?

7. Which elements of the EVP need to be improved?

8. What are the action steps?

Global Executive Search

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