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**Employer Value Proposition Template**

**What is a compelling Employer Value Proposition (EVP)?**

According to employees, it communicates **what's in it for them to be on our team**. What is of value in our total offering and workplace experience in exchange for their contributions?

**"Value" is not just about salary**

Learn what VALUE is from the type of employees you want to hire and retain. We interview and employ 1000's of people each year. The most commonly heard values are: more money, more work-life balance, and career pathing. Employers are getting more and more creative using components like:

Compensation – PTO – Career Pathing – Child Care – Paid Volunteering - Remote and Hybrid Work Models – Culture and Values Team Building - Training – Collaboration on Cross-Functional Projects – Meaningful Work – More Recognition – Giving Back – Better Tools & Support Systems – Mentorships - Benefits – Retirement Plan

**Why is it essential to ensure our EVP addresses what VALUE is to today's workforce**?

* It is proven that when **an employee's purpose and values align with their employer's**, the employee thrives, and to the extent of an exceptionally higher ROI for the employer. Thriving and more ROI means the primary focus for the EVP will be to master communicating the right EVP to the right employees. When **employees grow, they are retained; when employees are retained, we grow!**
* The ongoing talent shortage is exasperated by employees leaving their employers at the highest rate in history, searching for a more valuable work engagement. The reasons for this momentum are varied, but the bottom line is that it's the best time to reinforce our EVP for a great re-engagement of our existing and future staff. We're not going to compete for employees; we're going to win with our employees!

**Where to apply an EVP**

Job Ads – Website – Interviewing Forms – Interviewing Team Scripts – Emails – Employee Activities – Social Media – 1on1's – Job Offers – Goal Letters – Onboarding - Engagement Actions – Retention Programs

**EVP Building Best practices**

* Top leadership visibly starts the process and kicks it off to implementation leaders
* Involves a broad range of employees in the iteration process
* Study why great employees say they'd stay and why they'd leave = their value needs
* Routinely study similar companies to maintain brand awareness of what makes your offering competitive and unique.
* Prioritizes a total offering and communication plan by what type of employees you want to attract and keep; the people with our shared mission and values
* Has a brand ambassador curate it routinely
* Everyone can communicate what it is, believes in it, shares it consistently
* Whether a person is external or internal to the organization, discovering the EVP is quick

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**Employer Value Proposition Template for Hiring**

**grow to retain - retain to grow**

This EVP Template is to assist with identifying what makes your company or job opening a career upgrade. It can be used in any employee interaction, with an emphasis on its application in the hiring process.

**Five Primary Building Steps**

1. Get the EVP started by gathering this information:

* **Hiring Managers**: describe why the company or job opening is a career upgrade:

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* **EVP building team and staff survey**: Document the "what's in it for me" inventory (WIFM):

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| --- | --- |
| **Credible Company** | |
| Team culture & top leaders | Location-commute |
| Hot industry, size, growth rate | Quality of product or service, competitor differentiation |
| Market rank, social reputation | Stability, sales/profitable, age of co. |
| Community, charity | Diversity, Inclusion, and Equity |

|  |  |
| --- | --- |
| **Purposeful Position** | |
| Competitive compensation (base/commission/bonus) | Remote, hybrid, office-cubicle-open desk |
| Boss background/leadership style | Input, free-range, corporate hierarchy |
| Team background/style/size/# direct reports | % Travel |
| Important projects, visibility | High tech exposure |
| Training, onboarding | PTO, benefits, childcare |

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| **Career** | |
| Impact level expected, the significance of the role | Incentive programs, perks |
| What success looks like | Mentoring programs, training and development |
| Expected career path + timelines + Career- pathing structure | Industry affiliations and networking |
| Education reimbursement, seminar budget | How is the opportunity unique/better than competitors? |

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**The EVP Template for Hiring, cont.**

* **Prove it: Current employee's**: testimonials of how they'd describe what makes it a great place to work

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1. Identify the top three to five components according to what our desired employees would pick, and what is unique/better than your competitors. These are usually communicated first in our employee interactions. Share the best things first in the form of examples.

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| --- | --- |
| **Top Differentiators/Value Props** | **Description in form of speaking to an employee** |
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1. Are these components aligned with your organization's mission, values, facilitation bandwidth, and long-term fiscal capacities? This step will take the longest as it requires planning, procedures, budgets, and staff resources.
2. Write the script for how EVP components fit best into these starting interactions. Include most or all of the top three to five components. Share this script with all relevant leaders in order to build consistency in the EVP messaging.
3. Start by applying the EVP components to current employee awareness campaigns, then to Job Ads, Interviewing Tools and Team, Job Offers.

Contact us if you would like additional resources and consultation on any steps to a great EVP. Thank you for our partnership as we grow together.