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EVP design template

Follow the steps in this template to create a robust employee value proposition that will reflect your company's values and goals.



In a competitive talent market, organisations need to effectively engage their employees to retain top talent.

EVP, or employee value proposition, is important because it outlines the benefits and values that an organisation provides to its employees in exchange for their skills, knowledge, and time.

Firstly, you need to address why your business needs to formulate an EVP and understand how your competitors are making the most of their EVP.

An EVP will help us:



Briefly describe the key themes of your competitors' EVPs:

Competitor: (name)

Their EVP:

Competitor: (name)

Their EVP:

Competitor: (name)

Their EVP:

Competitor: (name)

Their EVP:

The best EVPs resonate with a broad range of people. It is vital to create an accurate representation of your company and its values. If your EVP is fake and doesn't equate to how you appear in the real world, you risk losing employees.

It is important to research what your workforce wants, using employee surveys.

Holding focus groups to discuss how people feel in more detail is another vital step to really get people talking about your organisation – and what makes it tick.

Checklist to make your focus group effective:

- Set a clear welcome and agenda
- Outline the rules
- Discussion of relevant topics
- Summary and wrap up



The importance of EVP in the modern workplace can't be underestimated.

From living the values it purports to offer, to fair renumeration and a range of benefits, there is plenty you can do to create an EVP that resonates.

When looking to formulate your employee value proposition, it is important to think about benefits, financial rewards, culture, work environment and career prospects.

Bear those five areas in mind when discussing key aspects of your business and the formation of your employee value proposition.

Using these sections as a guide during internal meetings is a useful way to guide the creation of an EVP that resonates.

Benefits:

Insert text relevant to discussion here

Career progression:

Insert text relevant to discussion here

Culture:

Insert text relevant to discussion here

Work environment:

Insert text relevant to discussion here

Financial rewards:

Insert text relevant to discussion here

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By looking at what your company offers, you can highlight what it does well and what needs to be improved.

After collecting all the data you need, use it to analyse what is important to your employees, what they enjoy about working for you and what they would like to see changed.



What makes your business attractive to people?

Why do people enjoy working for you?

Why are people most likely to leave your business?

Do the answers you have received detail different responses from different groups of people? (eg.. across age/gender/departments etc)

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Once you have collected and analysed all the information you need, it is time to define your employee value proposition.

Your EVP should:

- Align to your organisation's values
- Be honest – people will see through a tick-box exercise
- Reflect your brand and tone of voice
- Target those people you want to attract



Your employee proposition:

Still need help with your employee value proposition?

Visit our dedicated page