

WORKBOOK

Craft Your Employer Value Proposition



How to use this workbook

Navigate the competitive talent landscape with a compelling Employer Value Proposition (EVP) that attracts and retains exceptional talent.

Designed to be user-friendly, this workbook will guide you through every phase of the EVP creation. Transform your recruitment and retention strategies by following this step-by-step blueprint.

With this workbook, you will:

- 1 Conduct an internal assessment
- 2 Research competitors
- 3 Establish a baseline EVP
- 4 Develop candidate personas
- 5 Roll out persona-specific EVPs
- 6 Measure & iterate your results

Phase 1: Research & Insights

This phase sets the groundwork for your EVP strategy by diving deep into your internal organisational landscape and the external competitive environment. You'll gather key insights that will inform your EVP formulation by understanding what you already offer and how you stand in comparison to competitors.

Step 1: Internal Assessment

Understanding your existing organisational landscape is crucial for laying the groundwork for your EVP. This helps identify what you already offer and what gaps you need to fill.

Action items:

- ☐ Conduct an employee satisfaction survey
- ☐ Interview stakeholders

STEP 1: INTERNAL ASSESSMENT

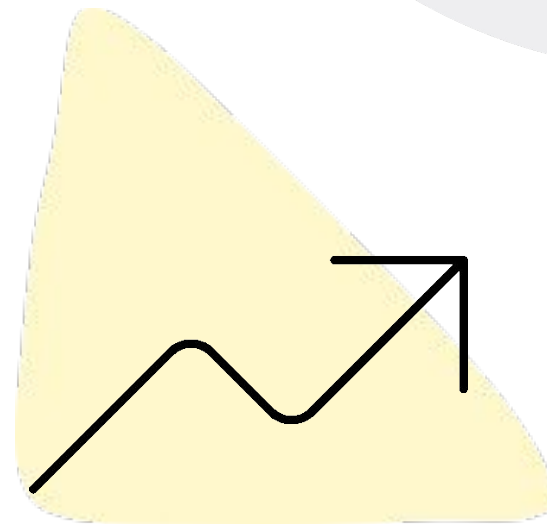


Conduct an Employee Satisfaction Survey

Launch a survey focusing on current benefits, work culture, and growth opportunities. This will give you data directly from your employees, helping to identify areas of strength and improvement.

Examples of employee survey questions:

- On a scale of 1-5, how satisfied are you with the benefits package offered by the company?
- Do you feel the company culture is inclusive and welcoming?
- Do you feel you clearly understand your career path at this company?
- Are you satisfied with your current work-life balance?
- Would you refer someone to work here? Why or why not?



STEP 1: INTERNAL ASSESSMENT

Interview Stakeholders

Conduct interviews with key stakeholders to understand the organisation's perceived strengths and weaknesses

Questions to ask stakeholders during the interview:

- How do you think our organisation is perceived by potential candidates in the job market?
- What are the unique strengths of our organisation that make it a desirable place to work?
- What are some key factors that set us apart from our competitors in terms of being an employer of choice?
- Who do you see as our main competitors for talent, and what makes them attractive to potential candidates?



Step 2: Research Competitors

Know what you're up against. Being aware of your competitors' EVP helps you find your unique selling points and differentiators.

Action items:

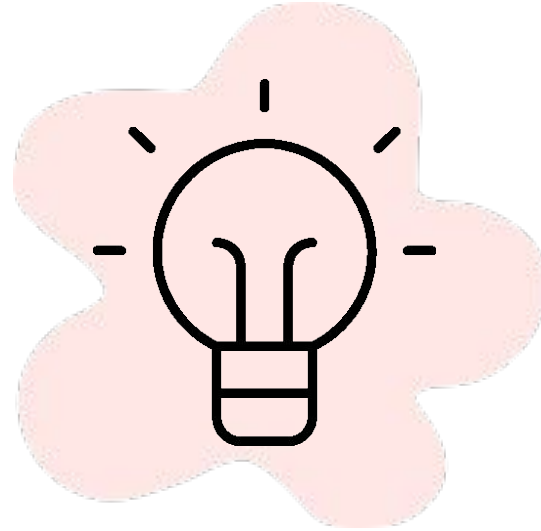
- ☐ Research competitors
- ☐ SWOT analysis

STEP 2: RESEARCH COMPETITORS



Analyse Competitors' EVP

Look at 4 to 6 competitors in your industry and location to understand the components and strengths of their EVPs. Look into their benefits, culture, and opportunities for growth and development.



STEP 2: RESEARCH COMPETITORS



Competitor	EVP	Strengths	Weaknesses

STEP 2: RESEARCH COMPETITORS

SWOT Analysis

Conduct a simplified SWOT analysis based on the research you've gathered so far to identify your unique selling points and areas where you lag.

On the next page, we'll break down what to include in each section and the aspects you should consider when analysing your EVP.

Keep in mind: the top two boxes (Strengths and Weaknesses), relate to internal factors while the bottom two boxes (Opportunities and Threats), are about external factors outside of your organisation.



STEP 2: RESEARCH COMPETITORS

SWOT Analysis

A large, bold, black letter 'S' centered within an orange square.

Strengths

Strengths: Identify the organisation's internal advantages or positive attributes. These could include resources, skills, technology, or strong customer relationships.

A large, bold, black letter 'W' centered within a purple square.

Weaknesses

Weaknesses: Recognise the internal limitations or areas where the organisation can improve. These might include resource constraints, skill gaps, or process inefficiencies.

A large, bold, black letter 'O' centered within a salmon-colored square.

Opportunities

Opportunities: Look at external factors that can be advantageous to the organisation. These could include market trends, emerging technologies, or changes in consumer behavior.

A large, bold, black letter 'T' centered within a green square.

Threats

Threats: Identify external factors that pose potential risks to the organisation. These might include competition, economic downturns, regulatory changes, or technological disruptions.

Phase 2:

Strategy Formation

Armed with insights from Phase 1, this phase is where you craft the cornerstone of your EVP. You'll start with a baseline EVP that resonates broadly, and then tailor it for specific candidate personas. The aim here is to create an EVP that is both general enough to be appealing and distinctive enough to be compelling.

Step 3: Establish a Baseline EVP

Start with a strong, overarching EVP that resonates broadly before you tailor it for specific candidate personas. This baseline EVP becomes the cornerstone for further customization.

Action items:

- ☐ Draft a preliminary EVP
- ☐ Validate with stakeholders

STEP 3: ESTABLISH A BASELINE EVP



Draft a Preliminary EVP

Create an initial draft based on the strengths and opportunities you identified in Phase 1. Consider how strengths might impact your organisation's ability to leverage opportunities.

Use that information to draft an EVP that is appealing to your audience and distinct to your brand.

Strengths:

Opportunities:

Draft EVP

STEP 3: ESTABLISH A BASELINE EVP

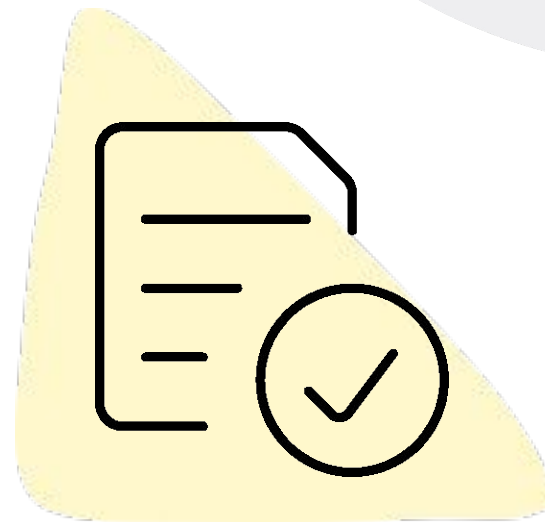


Validate With Stakeholders

Share the draft with key stakeholders for feedback, ensuring alignment across different organizational levels.

Examples of questions to ask stakeholders:

- How well do you think this EVP is reflected in our current culture?
- Can you identify any areas where our EVP might need improvement?
- Does it accurately reflect why people join and stay at our organisation?



Step 4: Develop Candidate Personas

To resonate with your target talent pool, it's crucial to understand who they are. Creating detailed candidate personas helps to personalise your EVP effectively.

Action items:

- ☐ Create candidate personas
- ☐ Test your EVP with your personas



STEP 4: DEVELOP CANDIDATE PERSONAS



Create Candidate Personas

Use data and insights to create candidate personas that will serve as your targets for the EVP.

When creating a candidate persona, consider including the following key attributes to build a comprehensive profile of your ideal candidate:

- Experience
- Educational background
- Values
- Challenges
- Career goals
- Job search behavior
- Communication preferences

Each persona offers a snapshot of a candidate's background, goals, values, and preferred communication channels, helping you tailor your EVP messaging more effectively.



STEP 4: DEVELOP CANDIDATE PERSONAS



Create Candidate Personas

Example of a simple candidate persona:



Lucy Lawson, 36
software engineer

Education and experience:

Computer Science degree, 10+ years of experience

Goals:

To work on impactful projects and keep up-to-date with the latest technologies

Values:

Learning and growth, work-life balance, meaningful work

Challenges:

Finding time for family, feeling included in a male-dominated field

Job search behaviour:

Uses her network to find jobs, LinkedIn

Preferred Communication Channels:

LinkedIn, GitHub, tech blogs

STEP 4: DEVELOP CANDIDATE PERSONAS



Test Your EVP With Your Personas

Test the effectiveness of your tailored EVP messages with different personas to determine which elements resonate most and what might prevent the persona from applying.

Persona	How well does our EVP reflect the values of this persona? (1-5)	How well does our EVP address the challenges of this persona? (1-5)	What parts of our EVP appeal to this persona?	What parts of our EVP would prevent this persona from applying?

Phase 3: Implementation & Communication

Having a great EVP is useless unless it reaches the right eyes and ears. In this phase, you'll learn how to effectively communicate your EVP to your target personas and the larger talent pool. You'll also be able to set up mechanisms to continuously measure and iterate on your EVP, ensuring it always stays relevant, fresh, and impactful.

A vertical photograph on the left side of the slide shows a diverse group of people, including a woman with dark hair and a man with dark hair, both smiling and looking towards the right. Other people are partially visible in the background.

Step 5: Roll Out Persona-Specific EVPs

Crafting a unique EVP is one part of the equation—communicating it effectively is another. This step ensures that your tailored EVPs reach your target personas in the most impactful way.

Action items:

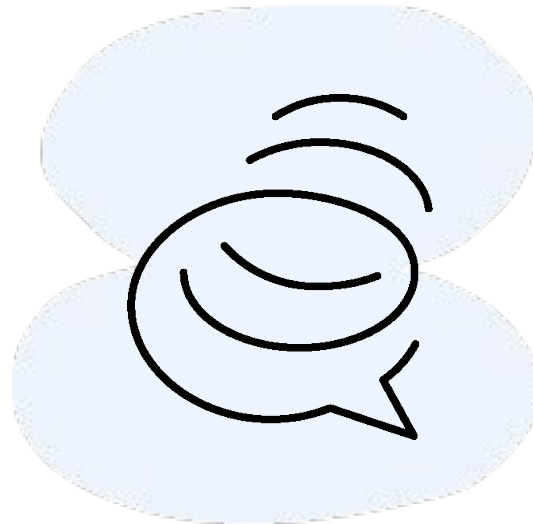
- ☐ Identify communication channels
- ☐ Craft tailored messages

STEP 5: ROLL OUT PERSONA-SPECIFIC EVPS



Identify Communication Channels

Look at your candidate personas to decide which channels to communicate your EVP. Once you know where your target audience is, you can craft messages that fit the channel and your audience.



STEP 5: ROLL OUT PERSONA-SPECIFIC EVPS



Craft Tailored Messages

Create customised communication messages designed to resonate with each persona.

Look at your personas and try to craft messages that are appropriate for the channels they are active and that address their challenges, values and goals.

Persona: Lucy Lawson, Software engineer	
Channel/s	GitHub forum, LinkedIn ad
Message	Work in an environment where your code makes an impact from day one. Enjoy flexible hours, a collaborative team, and the opportunity to work on cutting-edge technologies.

STEP 5: ROLL OUT PERSONA-SPECIFIC EVPS



Persona	Channel	Message	Secondary channel	Message

Step 6: Measure & Iterate

A successful EVP is not a "set it and forget it" endeavor. Constantly monitoring its performance ensures it remains relevant and continues to attract top talent.

Action items:

- ☐ Performance metrics
- ☐ Feedback loops



STEP 6: MEASURE & ITERATE



Performance Metrics

Establish KPIs to regularly measure the effectiveness of your EVP.

To do this effectively, you may want to focus on a range of performance metrics that address both the recruitment and retention aspects of talent management. You can consider some of the metrics at the right to track.

Feedback Loops

Once you've selected the relevant KPIs, create mechanisms for collecting feedback from both new hires and current employees to continuously improve your EVP.

Important metrics to consider:

- Time to hire
- Quality of hire
- Employee retention rate
- Employee Net Promoter Score (eNPS)
- Offer acceptance rate
- Cost-per-hire
- Turnover costs
- Engagement survey results
- Referral rates
- Social media engagement
- Website analytics, such as the number of page views, time spent on your careers page

STEP 6: MEASURE & ITERATE



KPI	Audience	Method and channel	Cadence	Notes
<i>Ex: Employee Net Promoter Score (eNPS)</i>	<i>All employees</i>	<i>Survey on Slack</i>	<i>Quarterly</i>	<i>Look at how this changes from year-to-year and segment based on department.</i>

Congratulations on completing this EVP Workbook!

You've established a strong foundation to attract and retain top-tier talent in an increasingly competitive landscape. Remember, your EVP is a living, evolving entity that should be revisited and refined regularly.

If you want to delve deeper into how to develop your EVP, explore these articles:

- [6 Ways to Personalise Your EVP](#)
- [How to Craft the Perfect EVP](#)

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