


# Employee Value Proposition



5 steps to developing  
an EVP to attract  
Consultants to your  
business



# STEP 1:

## Determining 'Who you are'

Your EVP is essentially your proposition on a page for new and existing employees. Rather than being just a list of benefits, it should show case who you are as a business, what you stand for, and what you become a part of when you decide to join or stay within the organisation.

EVP is more than just 'what do I get financially from working here'; its communicating to your team and prospective hires what they can expect from the experience of working with you and what the business commits to offering them from a more holistic perspective.

A great way to start developing your EVP is to workshop the following questions:

- What is our Purpose/Mission?
- What value do we add to our clients and candidates?
- How do we do that?
- What values do we hold in the business that enable us to do that?
- What type of person/demographic will resonate with those values?
- Which people are successfully doing that in our business currently?
- What are their traits/what are they interested in?
- What do we currently do that works?
- What types of things will we need to add to attract more of those types of people?

Every agency will answer these questions differently, and it's this deep dive that will enable you to understand your own culture and what you essentially will need to focus on in your EVP offering.



# STEP 2:

## The 4 EVP Pillars

Once you have determined the types of people you will want to hire and what they care about, you can start to think about what offerings/value adds you can use to attract and retain them within your business.

I would break this down into at 4 elements:



**Financial**- what financial motivators are on offer to both encourage this person to be successful and that will be appealing to our demographic- think bonuses, kickers, incentives, shares, equity, salary increases etc



**Growth**- through our EVP how can we provide growth and opportunity for our team members- think career pathways, clear promotion opportunities, L&D, training, access to courses, online learning etc



**Lifestyle**- this is typically the fun stuff we offer as an agency- but make sure it aligns to your audience and what they would want to see, as opposed to falling into the trap of nights out- wellbeing offerings, memberships/subscriptions, tickets, trips away, restaurants, once in a lifetime experiences, volunteering, social committees, celebrating diversity, social responsibility, community involvement all play a part



**Personal**- this is where we can personalise the EVP to individuals- think personal development, individual budgets to spend on working towards own goals, self-investment, financial planning support, opportunities outside of the normal remit of their role



# STEP 3:

## Developing your EVP

From here, you can start to flesh out your own EVP, taking into account your budgets, billings and profit margins. It's important that your EVP isn't about 'how much you can give financially' but how much you can enrich the lives of those who join your organisation and enhance your values, culture and mission.

More is not necessarily better either, a clear EVP will perhaps be able to offer 2-3 key incentives across the 4 pillars- so 8-12 as a maximum.

For each one you decide on, you will need to ask yourself the following questions:

- Is it a clearly defined proposition where everyone can understand it's benefit to them?
- Is this financially viable for your company on a long term basis and can you commit to it?
- Do you have a clear guideline of when this offering is available- i.e.- is it before or after probation, is it based on meeting targets, does it change based on your position/seniority within the organisation

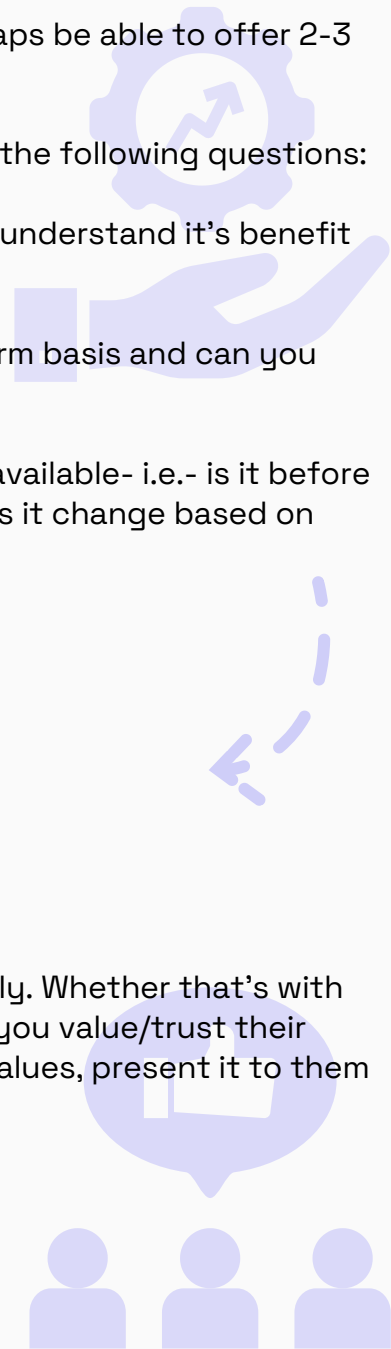
# STEP 4:

## Feedback.

Once you have established your EVP - road test it internally. Whether that's with the whole team or a handpicked selection of people who you value/trust their judgement and who live and breathe your organisations values, present it to them and take their feedback.

- What do they like and what will they use?
- What don't they feel motivated by?
- What would be there if they could add anything?

Make changes based on their feedback.



# STEP 5:

## Marketing Collateral

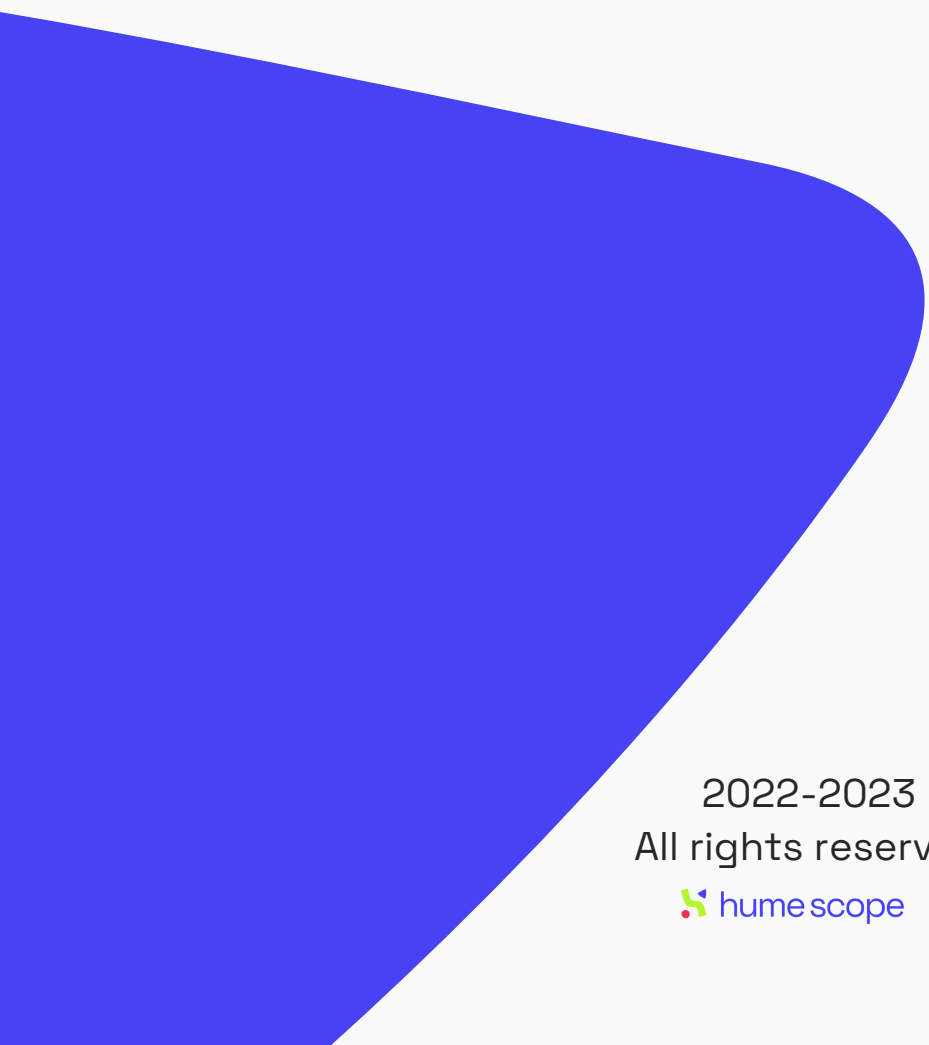
Once you have established your EVP offering, building this into an EVP document that can be used both internally to advertise your EVP and externally to attract new hires to your business.

This document should be **no more than 2 pages**, and should include:

- **Our Purpose/Mission**- Why we do what we do
- **Our Values**- What make us who we are.
- **Life at our Agency**- Overview of the business history, culture, specialisations and key achievements
- **What our current team say**- testimonials
- **What our clients and candidates say**- testimonials
- **EVP**- What we offer when you work with us

Developing your EVP will take some initial trial and error- what is important is that you are focusing on the **culture, behaviours** and **values** that you want to see in the business, and build it with these in mind.





2022-2023  
All rights reserved