EMPLOYEE

VALUE

PROPOSITION
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EVP – WHAT DOES IT MEAN?

Employee Value Proposition (EVP) is the ‘People Promise’
this defines the expectation the employer has for its employees and what the employees expect in return.

The employer branding starts with an EVP, it is a ‘statement of everything to do with each employee’s experience throughout their life-cycle within the organisation’. – The People Formula

The employer should ask ‘what am I going to do for you?’

The EVP encases the company mission, values, leadership, career progression, development opportunities and company benefits.

- Jane Sunley Founder, Jo Harley MD at Purple Cubed
WHY YOU SHOULD START CREATING A STRONG EVP

Willis Towers Watson researched into organisations that are using an EVP and when delivered effectively, companies were five times more likely to report highly engaged employees and twice as likely to achieve financial performance far greater than their peers – Willis Towers Watson, HR Matters

A well-developed EVP will give you significant competitive advantage, attracting, retaining and engaging employees – no more bad Glassdoor reviews!

A strong EVP will divert all the focus on pay and benefits as an employee’s main motivator – According to the Corporate Leadership Council an unattractive EVP requires 21% higher compensation premiums to hire staff than those organisations with a well-crafted EVP.

The employment market is getting highly competitive and as the war for talent continues, where employer branding and company culture can form a competitive advantage, attracting and retaining top talent is not simply a priority but a necessity.
TIPS FROM JO HARLEY TO START AN EFFECTIVE EVP
Managing Director at Purple Cubed, Experts in Employee Engagement

It should come from the top – an effective EVP starts from leadership.

The EVP should fit in with the company culture.

Find out what your people want (through focus groups, surveys).

‘Make sure you live it’ – deliver on your promise and keep it consistent.
A 10-POINT ‘THE PEOPLE FORMULA’ PLAN TO SHAPE YOUR PEOPLE PROMISE

1. Write down everything you offer now

I.E.

· Employee progression

· Development/learning opportunities

· Corporate Social Responsibility (CSR) opportunities

· Company benefits

· Recognition

· Compensation

· Stability
2. Review your current plan by consulting your staff

Ask them what they think about the current plan, how well the company delivers it and how it can be improved.

An obvious method is to create a simple survey (this can be used as a ‘before and after’ technique where you will be able to see the difference).

Create a group discussion by organising focus groups.

3. Work out what is feasible now, later and never

Think about budget restraints.

If there is a deadline to meet.

Do you have the manpower to implement this?

How the staff will view it – Is there a resistance to change.
4. Craft your people promise

- Besides the tangible things you can offer, you should think about the company culture:
  
  - How things are done around the office (culture and the team).
  
  - Aligning the plan to company values.
  
  - The way people are led and managed.
  
  - How the organisation communicates with each other (internal communications).
  
  - How you want people to feel (rewarding opportunities, e.g. CSR).
5. Write it down, simply

To begin with, the plan should be plain and simple. Avoid complexity and ambiguity because if no one understands it or it is open to different interpretations, it cannot be implemented effectively.

In short, the plan should be easy to communicate to everyone. A way to do this is by splitting it up in to five categories – The People, their Work, the Organisation, their Opportunities and Reward.

6. Market test it – test for success

Once you have set out your EVP, it is essential to make sure that your company is delivering on its promise by having regular check ins with employee groups.

Creating focus groups and having the people talk about what they like and don’t like will let you know whether you are getting it right.
7. **Communicate it clearly to the people**

Have a marketing plan in place – this includes managers reinforcing the key messages, updating it on the company website, using social media to get the message out there and through internal networks to communicate it to staff.

Open communication channels, for e.g. via the company intranet, which gives accessibility to staff with company visions, values and new updates.

It should be a two-way system – the communication is lost if it is just one person speaking to another. A two-way system should be put in place so that employees can have a ‘conversation’ for e.g. forums and Q&A, which is more engaging than a dictatorship.

Use clear, uncomplicated and easy to understand language.

Make the communication as relevant as possible, using facts, testimonials, examples and stories to explain.
8. Deliver on your promise

An example of a bad EVP is when the employer does not follow through on their promise – once the employee starts to realise the company is not all it’s about then don’t be surprised for a quick departure.

When you deliver what you promised and maintain this, in return employees will stay focused, engaged and productive.

Once you have succeeded on delivering an effective EVP, be prepared to see an array of talented individuals queuing up to work for the company. People work for people, and when they love where they are, it will be something to shout about.

People are the best sources of employer branding.
9. Review and refine

Having ongoing employee research will help to constantly keep the EVP up to date and as right as possible. Some ways to monitor progress is through engagement surveys, analysis on employee productivity, financial performance and by gathering feedback from new hires.

Having constant and active monitoring method(s) in place will help you to recognise whether the company is delivering on the EVP promise and whether employees believe in it.

10. Keep communicating

Do not assume that once you have sent it out, whether it’s by email or publicly on the website, that people will understand and take it in – *consistency and repeating is necessary!*
Formed as Learnpurple in 2001 as people retention and employee engagement specialists; we launched our Talent Toolbox software in 2005 and became Purple Cubed in 2013. Everything we do revolves around our values.

Based in (very) Central London; practicing what we preach and supporting other organisations to achieve great things, we’re not your typical HR Consultancy. It’s all about bringing a commercial, practical approach that works.

www.purplecubed.com

THANK YOU FOR READING

In this edition, our Marketing Specialist went out to interview the experts in Employment Engagement, Jo Harley at Purple Cubed, to bring you a professional and contemporary view to HR.

We hope you have enjoyed reading this article on Employee Value Proposition.

If you would like to give any feedback or comments, then please feel free to reply to our email or send one to us on contact@williams-kent.com

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