

Your best

EVP yet

A step-by-step guide on how to get there

➤ A clear and compelling employer value proposition (EVP) is essential for any organisation as the backbone of talent attraction and retention strategies. Now that we're seeing candidate expectations evolve – and a complex and quickly changing employment market – having an effective process for creating and continually refining your EVP is critical. Whether you're developing a new EVP from scratch or evolving yours, here's what that process could look like.

Use this guide to create or refine the core EVP for your organisation. From there, you can build out key differentiators for departments such as HR, Marketing, IT and Finance. Focus on areas of growth, or those with high attrition rates. You can even consider individual EVPs, such as for graduates or senior leaders. SEEK's Laws Of Attraction allows you to compare top drivers of attraction for different people, such as entry-level versus senior candidates in your industry, so you can consider how to communicate your EVP at an individual level.



PART ONE: DISCOVER

To set a strong foundation for your EVP, a discovery stage will help you gather the information and evidence to inform good decision making. It will also allow you to demonstrate to stakeholders that your EVP process is led by insights.

1. Check your metrics. What are the methods and tools you can use to capture candidate engagement and employee satisfaction – and what are these telling you? Looking to job ad analytics tools, employee retention rates and referrals can highlight priority areas to address in your EVP process.

2. Find themes in feedback. Whether it's through engagement surveys or company reviews, gather and analyse any feedback available to you – both positive and constructive. Look to uncover shifts or themes that have occurred during the pandemic. Identify pain points to address, as well as positives to highlight. Focus on pinpointing the strengths of your company, and what it may offer that others don't.

3. Identify drivers of attraction and retention.

Find out what is important to people looking to join or stay with a business. SEEK's Laws Of Attraction allows you to search candidates' top drivers of attraction by industry, gender, location and seniority.

4. Check communication channels.

It's essential to get a clear picture of the different touchpoints for your EVP. Identify who is communicating your EVP and how, so that you can equip them with the right messages once they're ready to share. From your recruiters to your people and teams, everyone can be at the frontline of your EVP.

5. Assess your competitors. Candidates will be actively researching and weighing up their options in the job market. Being aware of what other companies are offering can help you stay a step ahead and remain competitive.



PART TWO: DESIGN

The form your EVP takes will depend on the needs of your organisation. For some, EVP may refer to approach and principles, encompassing the decisions made around attracting, engaging and retaining talent. For others, EVP will be a more defined statement that sets out in writing the company values and beliefs, compensation and benefits, and employee opportunities.



PART THREE: DRIVE

1. Attraction

Take the strengths and positive feedback you identified through discovery, as well as the drivers of attraction, and look at how you can employ these to attract talent.

- Consider the drivers that emerged and what candidates want in a role – and if you can offer it, highlight it. Job ads and interviews are key opportunities to showcase your unique selling points.
- Consider your organisation's values, vision and purpose and how you can bring these to life in a way that will get people excited about working for you.
- Understand what the non-negotiables are for candidates, and proactively address these with them early in the process. For example, flexibility was once considered an extra but now many candidates expect to see your position on this up front.

2. Engagement

Give your people a consistent experience by carrying your EVP beyond the hiring process through to their next stages with your organisation. Consider ways to bring your EVP down to an individual level.

- Consider how EVP is embedded within your organisation's onboarding and induction processes.
- Next, look at who else plays a role in making the reality of what your EVP communicates. This includes teams and managers. For example, if career pathways have been highlighted as a selling point, consider how managers can work with new employees to support their career development.

3. Retention

Understand and communicate any perks and benefits that enhance the overall working experience to proactively prevent attrition of your top talent.

- Make sure your people are aware of the opportunities available to them – don't let valuable initiatives, programs or perks go under the radar.
- Keep communication channels open and regularly check in with how people are feeling. If you can't resolve what is arising, consider addressing this transparently.
- Ensuring an inclusive and supporting work environment plays a critical role in employee retention. [SEEK's Belonging at Work paper](#) presents research and best-practice examples from leading Australian brands.



PART FOUR: COMMUNICATE

Even the most appealing EVP will have little effect if it remains buried within the organisation. Strategically sharing and communicating your EVP will help to ensure that it's working to attract candidates and employees.

- Taking the communication touchpoints you discovered, now focus on equipping everyone across your business with the right messages and tools they need to communicate your EVP. For some, this might be a simple and concise elevator pitch; other teams may benefit from more structured training.
- Don't forget to be authentic – people can easily see through buzzwords and jargon.
- Consistency is key. While it's important to tailor your EVP for different situations and audiences, there should be cohesiveness and consistent messages through important touchpoints. Consider both internal communications such as intranet, email, and employee events such as town halls, as well as external communications such as job ads, social media and your company website.



PART FIVE: CONTINUE

As the employment market and expectations continue to change, your EVP must adapt. Once you've established an EVP that works, it's important to treat it as an evolving proposition through regular review and adjustment.

- Create an EVP working group. Select people across the business who can be accountable for managing and reviewing the EVP. They can monitor how it is being received, and can help leaders stay in touch with this.
- Create and commit to timeframes to review and adjust your EVP.
- Don't hesitate to revisit any of the steps outlined here to refine and improve your EVP, so that it's working as hard as it can to attract and retain the best talent for your organisation.