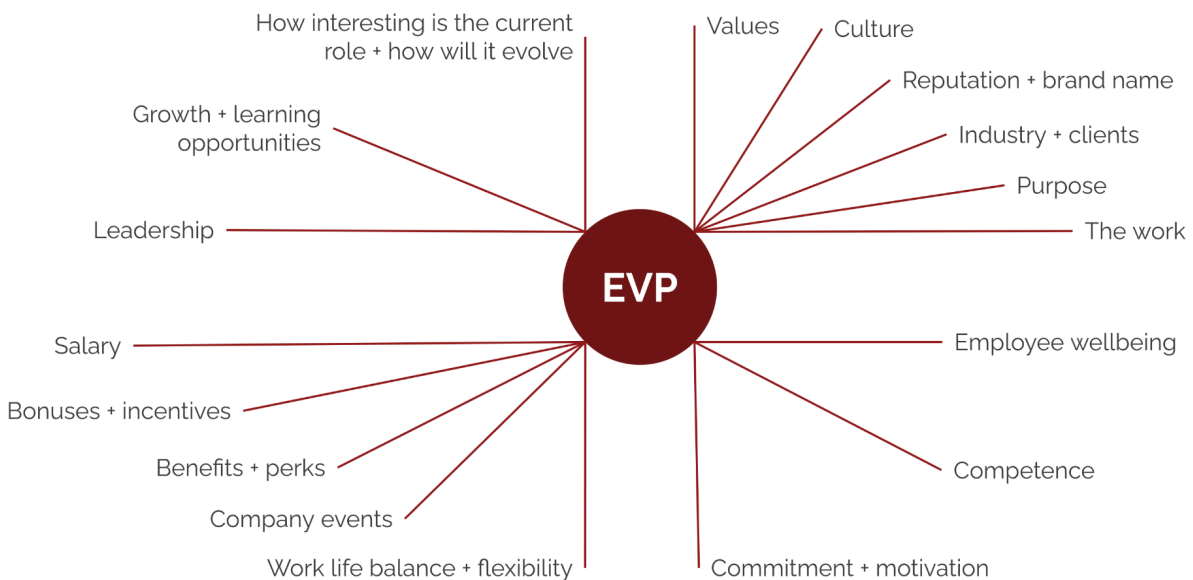
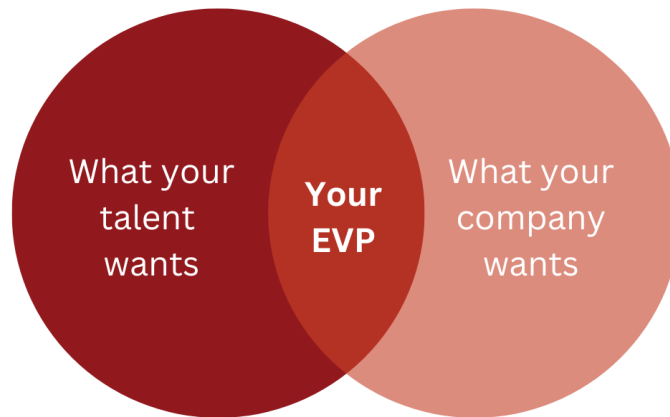


Employee Value Proposition (EVP) Development Worksheet

Building your Employee Value Proposition, or EVP, helps you create a compelling reason that people would want to work for you. It is a combination of what you as a company wants, and what candidates and employees want. That sweet spot is made up of many different elements. Below are some ideas and questions to get you started in creating your own EVP.



Employee Value Proposition (EVP) Development Worksheet

SECTION 1: Your Company's Foundation

1. What is your company's mission statement?

- _____
- _____
- _____
- _____

2. What core values drive your company culture?

- _____
- _____
- _____
- _____

3. How do these values align with the work experience you want to create for employees?

- _____
- _____
- _____
- _____

Ideas For Future Improvements: Are there gaps between your stated goals and your employees' experience? What can be done to align them more?

SECTION 2: Understanding What Your Employees Value

- Who are your current employees? (Demographics, roles, etc.).
 - _____
 - _____
 - _____
 - _____

- How do you currently gain insight into what your employees want and value in their jobs and work?
 - _____
 - _____
 - _____
 - _____

- What are the key motivations of your employees? (e.g., career growth, work-life balance, recognition, flexibility, comp & benefits – may depend on job/level)
 - _____
 - _____
 - _____
 - _____

- What feedback have you received from employees regarding their experience at the company?
 - _____
 - _____
 - _____
 - _____

Ideas For Future Improvements: Create feedback loops, survey employees regularly and conduct exit interviews with outgoing employees.

SECTION 3: Competitive Analysis

1. What are the strengths and weaknesses of your employer brand (your reputation as an employer) compared to your competitors?

Strengths:

Weaknesses:

2. What unique benefits, rewards or opportunities do you offer that set you apart, or how is the whole package uniquely compelling?

- ---
- ---
- ---
- ---

SECTION 5: Career Development Opportunities

1. What opportunities for advancement and development exist within your organization? Do your employees value what they are learning in their jobs?

- ---
- ---
- ---
- ---

2. How do you support employees' growth (e.g., training programs, mentorship)?

- ---
- ---
- ---
- ---

SECTION 6: Work Environment and Culture

1. How do you currently describe your workplace culture?

- _____
- _____
- _____
- _____

2. What initiatives do you have in place to promote a positive work environment?

- _____
- _____
- _____
- _____

SECTION 7: Crafting Your EVP Statement

1. Using the graphic on page 1 as a guide, sketch out your company's strengths for each element (or add elements that are more relevant to your company):

2. Based on your findings, draft an EVP statement. Focus on what makes your company a unique and desirable place to work.

- _____
- _____
- _____
- _____

SECTION 8: Implementation and Communication

1. How will you communicate your EVP to prospective and current employees?

- _____
- _____
- _____
- _____

2. What strategies will you use to continuously evaluate and improve your EVP?

- _____
- _____
- _____
- _____

TIPS FOR FUTURE IMPROVEMENT:

1. Get feedback from key stakeholders on your EVP so that what is stated and what is felt is aligned.
2. Communicate your EVP consistently across platforms (website, recruitment ads, etc.).
3. Ask for and integrate feedback regularly from employees to refine the EVP over time.

Visit us at: [Creative Alignments](https://www.creativealignments.com)

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