



# GIVING YOUR EVP & EMPLOYER BRAND A HEALTHCHECK

# THE CHECKLIST

## STEP ONE - THE CURRENT STATE

Before you start developing your EVP, you first need to understand where you already are. Some questions you need to answer include:

- Are you clearly articulating what you stand for as an employer?
- Is your EVP strong enough to attract and retain the talent you need?
- Is your EVP aligned to your business vision and strategy?
- Do you know how your employer brand is perceived externally?
- How well are you communicating your EVP across the whole talent experience?
- Are you measuring the impact of your EVP and employer brand?

## INSPIRATIONAL

- What is the business vision and mission?
- What talent will you need to deliver on this vision and mission?
- Is your EVP aligned to your business strategy?
- What can you say now that will stay the same in the future in the talent experience no matter what?

How to find the answers:

- Company vision and mission
- What does this mean for talent?

## STEP TWO - CREATING AN EVP

We believe there are four main components to creating a successful EVP:

### AUTHENTIC

- How has the experience changed for employees?
- What has stayed the same? What has changed?
- What do employees value the most / least?
- How do your employees feel?
- Have their expectations changed or stayed the same?
- Does this feel true to your current EVP?

How to find the answers:

- Focus groups
- Competitor talent interviews

### RELEVANT

- What are the perceptions of your organisation right now?
- What are the perceptions of your industry right now?
- Is your company on the radar of the talent you want to attract?
- Are these perceptions true to the reality of the experience that you are offering?

How to find the answers:

- Industry news
- Competitor talent interviews

### UNIQUE

- Who are your business and talent competitors?
- What are your competitors saying?
- What do employees value the most / least?
- What are your competitors doing?
- Are you saying the same things as your competitors?
- What can you say that others can't?

How to find the answers:

- Competitor websites
- Competitor Glassdoor reviews
- Competitor social media