

Your personalised EVP template

If you're looking to update your employee value proposition, or need to craft one from scratch, we have created a template to help get you started. Each organisation and the people within them will require different things, so this isn't designed to be prescriptive. We suggest you co-create your EVP alongside a cross section of important stakeholders.

Step 1: Create a baseline to measure from

Start by collecting the data you wish to benchmark your progress against, such as turnover or engagement rates. You could also add metrics to measure if the personalisation of your EVP is effective, such as uptake of additional parental leave or training programs.

Metric	Benchmark	12 months later	18 months later
<p>Turnover rates You might also include turnover rates for specific groups (i.e. women or culturally and linguistically diverse staff).</p>			
<p>Engagement Rates You could collect this via quarterly/ bi-annual engagement surveys.</p>			
<p>Candidate rejection rate How many people are dropping out at the offer stage? And why?</p>			
<p>Exit interview data What are the main factors causing employees to leave your organisation?</p>			

Step 2: Assess your competitors

It's important you take a moment to see what your competitors are doing. Is there something they're offering that you aren't? If so, would it make sense for you to offer the same thing – or something better? Taking the time to analyse competitors thoroughly will give you a good insight into the offers your candidates are getting elsewhere.

Competitor name:

Competitor's Employee Value Proposition

What do you do differently?

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What do you do differently?

STEP 3: Outline your point of difference

Next, think about what you want to offer in your EVP. Gartner suggests modern EVPs should speak to these five areas:

Pillar	Offerings you could include
Radical flexibility (e.g. determine your own hours)	
Personal growth opportunities (e.g. upskilling opportunities)	
Holistic wellbeing (e.g. personalised wellbeing)	
Opportunities to connect (e.g. social elements)	
A sense of purpose beyond work (e.g. volunteering opportunities).	

STEP 4: Personalise the EVP

Take the time to dig into your data – both internally and externally – to create candidate personas, and understand the needs of individual groups. This helps you to send out more targeted job advertisements.

For example, PwC data found that:

- Men value lifestyle subsidies, such as company cars and travel expenses
- Women value culture, wellbeing and flexible ways of working
- Gen Z value on-the-job learning and work-life balance
- Gen X and Baby Boomers value working alongside good people
- Middle managers value financial incentives
- Non-managers value autonomy and workspace location

This is just illustrative data. You'd have to factor in the intersectionality that exists within all teams.

Creating a candidate persona	
Who? Professional experience Personal preferences	Motivations Goals Challenges Common Objections
Behaviour How they spend their time What other jobs are they interviewing for?	Why? Real quotes What can we offer? Elevator pitch

Next, do the same with your existing staff, based on data you've collected via internal surveys, and co-create bespoke, personalised EVP personas for your existing teams. This way you can ensure they're getting benefits that actually align with their needs.

Creating an employee persona	
<p>Who?</p> <ul style="list-style-type: none"> Professional Experience Personal Preferences Tenure with company 	<p>Motivations</p> <ul style="list-style-type: none"> Goals Challenges Common Objections
<p>Behaviour</p> <ul style="list-style-type: none"> What have they asked for in the past? When did they last think about quitting? 	<p>Why?</p> <ul style="list-style-type: none"> Real quotes What can we offer Elevator pitch

Step 5: Evaluate, tweak, repeat

EVPs are no longer set and forget. You need to constantly update your benefits and personas to remain competitive, and assess your success against your own benchmark data.

Iteration is the secret to success. Make sure you continue having conversations with your employees, too as their needs will likely change across the employment lifecycle.



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