

JGP



WHAT'S YOUR STORY?

DEVELOPING, DEFINING AND DELIVERING
YOUR EMPLOYEE VALUE PROPOSITION

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WHAT IS EVP?

Your employee value proposition, or EVP, is your offer to candidates beyond the basic conditions of employment. When communicated well, your EVP should give candidates a clear idea of what to expect when they join your organisation. And, in a market that has changed significantly in recent years, your EVP could well be the most influential factor in your success moving forward.

The shift to a candidate-driven job market has seen the power placed firmly in the hands of the job seeker, meaning that employers no longer have the pick of the bunch. In order to attract, or even keep, the top talent, there needs to be more on the table than 'salary in return for services'.

A well-crafted and authentic EVP should encapsulate what makes your organisation different as a place of work. It should give candidates a real feel of what working life will be like, as well as what the future might hold for them. Whilst an appointment is undoubtedly an investment in a candidate, the candidate is also investing in you. It is up to you to convince them that it's an investment worth making.

EMPLOYEE VALUE PROPOSITION VS EMPLOYER BRAND

There can be confusion regarding the difference between EVP and employer brand. There is, however, a vital difference

Essentially, your EVP is your actual offer whilst your employer brand is the way that it's communicated. Without a developed and established EVP, your employer brand will come across as empty and unconvincing. Equally, without a strong employer brand, your EVP can easily go unheard.

WHY DOES EVP MATTER?

Would you say that your organisation struggles to recruit? If so, you can take solace in the fact that you are most definitely not alone.

A recent study by The City and Guilds Group revealed that 87% of UK organisations are struggling to sufficiently recruit in order to meet the needs of their business. This startling statistic captures the extent of the power shift over to the candidate and highlights the need for action. To become part of the 13% that aren't struggling, you need to become an employer of choice for those that are looking, or could be tempted.

Our studies show that 51% of all workers claim to be 'very likely' to look for a new position within the next 12 months. On top of this, only 47% of UK employees feel valued by their current employer. The reason that these stats are important is they imply that more than half of the UK workforce are either looking for a new job or will be very soon. How well-positioned are you to attract them to your organisation? On the flip side, is it your organisation that they're about to leave?

In the most competitive markets, a developed and defined EVP will help you attract, recruit and retain the best people.



DEVELOPING & DEFINING YOUR EVP

The key to developing a winning EVP is understanding what your candidates are looking for. If you understand what matters to them and are able to incorporate this into your EVP, your chances of success will significantly increase.

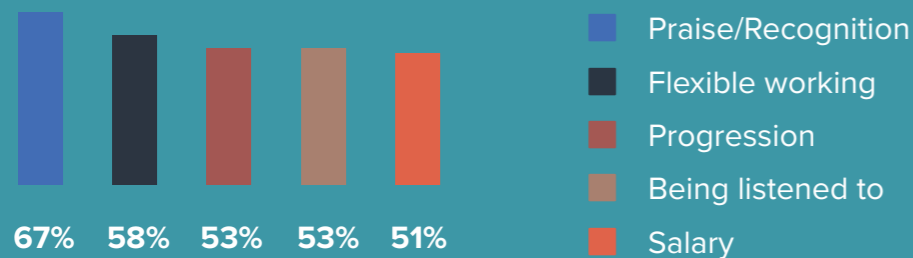
WHAT ARE YOUR CANDIDATES LOOKING FOR?

A recent JGP study delved into what those working in the UK consider to be the most important things, when looking for a new position. We also discussed the key contributing factors when it comes to feeling valued at work.

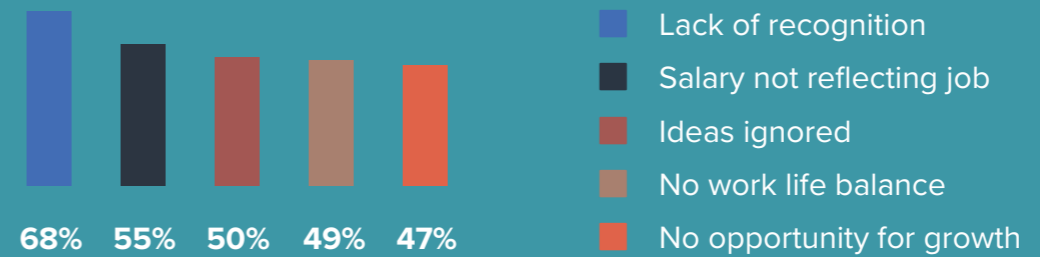
WHEN LOOKING FOR A NEW JOB, BEYOND JOB TITLE, LOCATION AND SALARY, WHAT ARE THE MOST IMPORTANT THINGS YOU LOOK FOR?



WHAT MAKES YOU FEEL VALUED?



WHAT MAKES YOU FEEL UNDERVALUED?



Insight like this helps us to ensure that our EVP aligns with what candidates are actually looking for, as well as what may drive your people away. Evidencing that your organisation promotes a healthy work life balance will appeal to almost three quarters of candidates.

WHAT ABOUT YOUR PEOPLE?

Whilst wider research can be a massive help when it comes to developing your EVP, every organisation is different. Finding out what your people value most about working for you, what made them apply in the first place and what has kept them there will significantly enhance your EVP.

When conducting any internal research, it's crucial that the information you gather is truthful – even if it means getting negative feedback. Your EVP has to be an honest reflection of your organisation.

The only way you will get honest feedback is by creating an environment where those participating feel comfortable being honest. When holding interviews or focus groups, make sure you reassure participants that their honest feedback is welcomed. You can

also launch an anonymous survey, allowing respondents to be completely forthcoming with their answers.

It's also important to look at your exit interviews, is there a common trend to why you are losing people? If so, what can you do to change this moving forward.

Many people think that your EVP needs to be crafted or created from scratch. However, more often than not the key ingredients and messages will already be there – they just need to be pulled together.

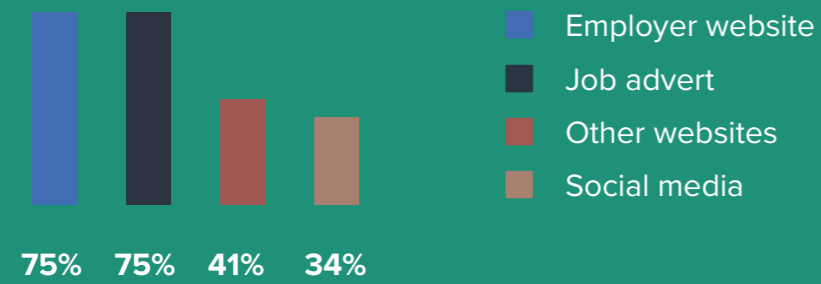
Equally, this is an opportunity to identify any issues that might either discourage potential applicants or lead to discontentment amongst current employees.

DELIVERING YOUR EVP

Once you've defined your EVP, you need to get it out there and in front of the people you want. With a strong employer brand, you can ensure that your story is told in the right way, to the right people.

WHERE ARE YOUR CANDIDATES LOOKING?

A well-developed and defined EVP is the first step, but if you're not putting your messages in the places that candidates are looking then it's useless. We asked candidates where they looked for information on prospective employers:



TALK TO YOUR AUDIENCE

Your employer brand shouldn't be a static thing, you should shape it to match the specific audience you are targeting at any one time. Think about the demographic you are looking to attract and how that should change the messages you are giving them.



Only half of graduates and apprentices consider company reputation to be important when choosing an employer, training opportunities are much more important.



Over 90% of people at manager level consider a lack of recognition to be the thing that makes them feel most undervalued.



When it comes to senior managers, 80% claim that flexible working is the most important thing they look for when considering a new opportunity.



For those at officer level, progression opportunities are the key to making 70% of them feeling valued.

GIVE YOUR ORGANISATION A VOICE

To make your EVP authentic it's important to give your employees a voice.

No one can tell your story better than those that are actually a part of it. Hearing from the people that they would potentially be working with can make your messages much more powerful and real.

There are many ways you can give your organisation a voice:



Have your employees write testimonials, blogs and articles about their experiences.



Record a podcast to give your employer brand a real voice.



Add a video to your campaign to put a face to your organisation.

Building familiarity and trust with candidates is what your EVP is all about and perfecting your organisation's voice is key to that. Find the people to tell your story and you'll find that the results can be significant.

TOP TIPS

BE HONEST

Make sure your EVP is authentic and gives a true and honest reflection of your organisation. This will not only help attract candidates that will fit within your culture but you will also retain them.

BE CONSISTENT

If candidates start seeing different messages in different places, they won't know what to believe. Once you've developed and defined your EVP, make sure that all your messages are consistent otherwise they'll lose their impact.

USE DIFFERENT CHANNELS

The same as any form of brand recognition, the more that people see it, on different channels, the more familiar and trusting of the brand they're likely to become. Use the different channels that are available to you to increase the visibility of your employer brand.

GET YOUR PEOPLE INVOLVED

Your people are your biggest asset when it comes to developing, defining and delivering your EVP. Getting them involved from the start will only benefit you in the long run.

GET IN TOUCH

We'd love to talk to you more about the ways that we can help you find, attract and recruit the best people, saving time and money in the process.

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