



# **An Effective Guide**

for Building and Communicating  
your Employee Value Proposition



# The Context

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People want to work for organisations they can trust and believe in. Managing and maintaining the external and internal perception of your business is crucial. Employee satisfaction should be considered on par with customer loyalty, given its importance to the success of your company and the potential risk to your reputation.

We want to ensure your team understands the purpose of your organisation, and that you attract the right talent for your business into the future. Now is the perfect time to audit your employee experience and external employer brand. This will ensure you have a clear strategic approach to motivate your team and potential team to achieve your business goals.

This guide will take you through the foundations of building an employer brand and tips on how to communicate it so you can attract, acquire and retain the right talent. Should you like to discuss our insights further please feel free to contact me directly at [\*\*sandy@springboardcommunications.ie\*\*](mailto:sandy@springboardcommunications.ie)



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# Benefits

of developing and embedding a strong EVP

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**Risk  
Management**



**Reputation  
Management**



**Recruitment  
and Retention**



**Productivity  
and Engagement**



# What is an **Employee Value Proposition (EVP)?**

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Deshpande (2019) defines EVP as the “give and the get” between a company and its workforce, spanning from the business’ mission statement, purpose and values, to job opportunities, culture and people.

Simply put, it is how an organisation balances the rewards and benefits that employees receive in return for their performance and productivity at work. It is a definitive, considered statement that should be shared with all relevant stakeholders.



**85%**

**of Irish HR managers  
are experiencing  
skills shortages**

HR Practices in Ireland,  
CIPD Ireland, March 2022

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## Create your **EVP in Four Steps**

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Consider implementing an EVP that addresses a range of employee pain points, as well as keeping them engaged with the business' overall goals; such as extended holidays, health insurance, career progression opportunities and a collaborative workplace culture. This is a people-centred approach that shows employees the value that their skillset brings to the business.







## Step 1

# Understand the Current State of Play

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Before developing a new EVP the first step is to assess the current employee experience; the tangible and emotional benefits your company already provides.

### Actions:

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**Employee Surveys/Listening Sessions:** Gather feedback from employees about what they value, what motivates them, and what they would like to see improved.

**Exit Interviews:** Review feedback from exiting employees to identify areas where the organisation might have fallen short.

**Leadership Interviews:** Meet with senior management to align the EVP with the company's purpose and strategic goals.

**Competitor Benchmarking:** Research EVPs of competitors to ensure you are competitive in the market.

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## Step 2

# Define Core EVP Components

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Once you have gathered the data, identify recurring themes. These could be elements like work-life balance, career development, company culture, compensation, etc. From these themes develop the core pillars which will serve as the foundation for your messaging.

### These pillars may include:

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**Compensation & Benefits:** Salary, bonuses, retirement plans, health cover and any financial benefits.

**Career Development:** Training, promotion opportunities, mentorship programs and career progression.

**Work Environment:** Company culture, teamwork, support systems and diversity and inclusion initiatives.

**Work-Life Balance:** Flexibility, remote work options, annual leave policies and wellbeing programs.

**Purpose & Values:** How employees' work contributes to the organisation's mission and greater good.

Once you have developed the messaging for each of your core pillars, it is then crucial to ensure that your EVP reflects your organisation's broader mission and vision.

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## Step 3

# Engage with your Stakeholders

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Once you have outlined the core components, share the draft EVP with key stakeholders to gather their feedback.

### Actions:

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**Present to Leadership:** Ensure alignment with overall company strategy.

**Engage Employees:** Share the draft with employee focus groups to validate that the EVP resonates with them.

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Step 4

## Refine and finalise your EVP

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Using the feedback from employees and stakeholders, refine the messaging to ensure the EVP is clear, inspiring and achievable.

At this stage you may need to tweak the messaging of each pillar component. It can also be worthwhile selecting a representative group of employees and presenting the final version before rolling out across the wider organisation.

An EVP needs to stay relevant to changing employee and business needs so we encourage our clients to regularly measure and evaluate the success of their EVP and make updates as necessary.

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# How to communicate your EVP internally and externally

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Once agreed, your EVP should be threaded through and inform all your communications as it is crucial for building a strong employer brand that resonates with both current employees and potential candidates.

Through our dedicated strategy service, **The Strategy Hub**, combined with our internal communications offering, **The Internal Wire**, we help companies create and implement their EVPs for successful campaigns that tell compelling stories to their target audiences. Communications should be ongoing not just a one off from leadership alignment, company wide campaigns, embedding the EVP into ongoing operations and your employee advocacy programmes.

We can support the upskilling and empowerment of your people leaders and SLT through dedicated training and workshops with **The Training Space**.







In order to ensure the brand is lived and showcased externally a full 360 campaign can be developed which may include employee storytelling, bringing these to life across your owned channels through videography and photography right through to social impact initiatives.

Our **Newsroom** offering provides you with an outsourced media office, run by industry experts and former journalists, who work with you to amplify your EVP further by identifying your optimum targets and media approach. We will land the story internally and externally.

For more information about how to create and communicate your EVP, contact [ciara@springboardcommunications.ie](mailto:ciara@springboardcommunications.ie).

**Ciara Flaherty**

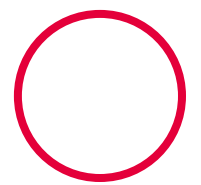
Client Director

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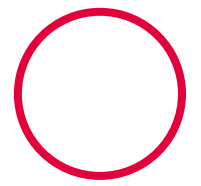


# Checklist for Communicating your Employer Brand

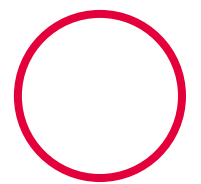
Have you taken the time to review and understand your employees' challenges and pain points?



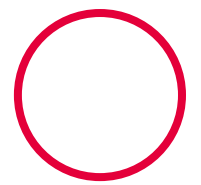
Have you created your company's Employee Value Proposition?



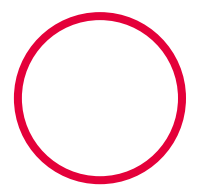
Has the business' core values and purpose been clearly communicated to every new and existing employee?



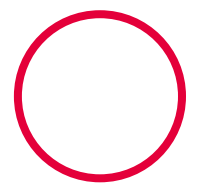
Have you reviewed how your organisation communicates internally?



Have your people leaders received communications training to help deliver your EVP?



Are your employees clear on your business strategy?



For more information on how to implement the above, contact the Springboard team via [ciara@springboardcommunications.ie](mailto:ciara@springboardcommunications.ie).





Creative Thinking powered by Common Sense.



# About Springboard

Springboard Communications is an award-winning integrated communications agency.

Our role is simple: We partner with purpose-led businesses to solve complex problems, protect reputations, and drive **COMMUNICATIONS FOR POSITIVE CHANGE**. Our mission is clear and singleminded: To harness the power of strategic communications for the greater good.



## Get in touch...

for more information on how the Springboard team can help you solve your communications challenges.

[www.springboardcommunications.ie](http://www.springboardcommunications.ie)