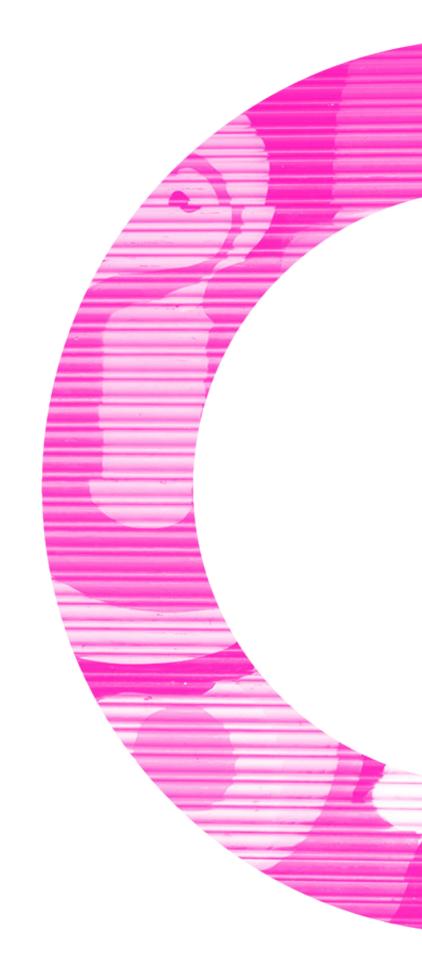


#### EMPLOYEE VALUE PROPOSITION: THE COMPLETE GUIDE TO BUILDING AN INDUSTRY-LEADING EVP - PART 3.

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### $\begin{array}{c} \rightarrow \\ \rightarrow \\ \rightarrow \\ \rightarrow \end{array}$

### EVP COMPONENT CHECKLIST

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### CREATING A CANDIDATE PERSONA.

CREATING A CANDIDATE PERSONA WILL HELP YOU TO CREATE ATTRACTIVE JOB ADVERTISEMENTS AND TO PLAN HOW TO BEST DESCRIBE YOUR EVP.

**ASK GENERAL QUESTIONS LIKE:** 

- WHICH TARGET GROUPS DO YOU LOOK FOR?
- WHICH POSITIONS WOULD YOU LIKE TO FILL IN FUTURE?
- WHICH TARGET GROUP WOULD YOU LIKE TO CONCENTRATE ON WITH YOUR EMPLOYER BRAND?

# NOTES:



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### THEN FOCUS ON MORE SPECIFIC QUESTIONS

LIKE

- HOW WOULD YOUR IDEAL CANDIDATE DESCRIBE THEMSELVES?
- WHAT IS YOUR CANDIDATE PERSONA'S PROFESSIONAL EXPERIENCE LEVEL?
- WHAT DOES YOUR CANDIDATE PERSONA VALUE THE MOST & WHAT DO THEY MOST WANT TO ACCOMPLISH?
- WHAT DOES YOUR CANDIDATE PERSONA STRUGGLE WITH THE MOST IN TERMS OF THE JOB SEARCH?
- WHAT ISSUES MIGHT YOUR CANDIDATE PERSONA HAVE WORKING FOR YOUR COMPANY?
- WHAT ARE YOUR CANDIDATE PERSONA'S DEMOGRAPHICS (AGE, EDUCATION LEVEL, INCOME LEVEL)?
- WHAT IS YOUR CANDIDATE PERSONA LOOKING FOR MOST IN A NEW COMPANY?

# NOTES:



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## THEN FOCUS ON MORE SPECIFIC QUESTIONS LIKE:

NEXT, IT'S TIME TO ASK YOURSELF SOME QUESTIONS TO DETERMINE YOUR EVP, WHILE KEEPING YOUR CANDIDATE PERSONA IN MIND.

WHAT ARE THE CORE BENEFITS THAT YOU OFFER (TICK ALL THAT APPLY):

- PROFESSIONAL DEVELOPMENT OPPORTUNITIES
   EXTERNAL TRAINING & FURTHER EDUCATION
   TUITION REIMBURSEMENT
   COMPANY PENSION SCHEME
   FINANCIAL INCENTIVES (E.G CHRISTMAS BONUS)
   EMPLOYEE REFERRAL BONUS
   PERFORMANCE RELATED PAY/BONUSES
   COMPANY CHILD CARE CONTRIBUTIONS
   COMPANY GYM/MEMBERSHIP DISCOUNTS
- □ LEISURE ACTIVITIES/COMPANY SPORTS
   □ FREE BEVERAGES, FRUIT, OR SNACKS
   □ SUBSIDISED TRANSPORTATION OPTIONS
   □ FLEXIBLE WORK SCHEDULES
   □ HOME WORKING/HYBRID WORKING
   □ REGULAR TEAM EVENTS/SOCIALS
   □ PET-FRIENDLY OFFICE
   □ COMPANY MERCHANDISE
   □ OPTION TO TAKE A PAID OR UNPAID SABBATICAL
   □ CASUAL DRESS CODE

## OTHER BENEFITS:





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## THEN FOCUS ON MORE SPECIFIC QUESTIONS LIKE:

- HOW IS YOUR COMPANY CULTURE A BENEFIT FOR YOUR CANDIDATE PERSONA?
- WHAT CAREER OPPORTUNITIES DO YOU OFFER YOUR EMPLOYEES?
- IN REGARDS TO SPECIFIC JOBS, WHAT TASKS OR RESPONSIBILITIES WILL YOUR CANDIDATE PERSONA BE ABLE TO UNDERTAKE?
- IN YOUR OPINION, WHAT ARE THE REASONS THAT YOUR IDEAL CANDIDATE SHOULD WORK FOR YOU?





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#### YOU SHOULD ALSO TAKE SOMETIME TO CONSIDER WHO YOUR COMPETITORS ARE AND WHAT MAKES YOU STAND **OUT FROM THEM** ASAN EMPLOYER:

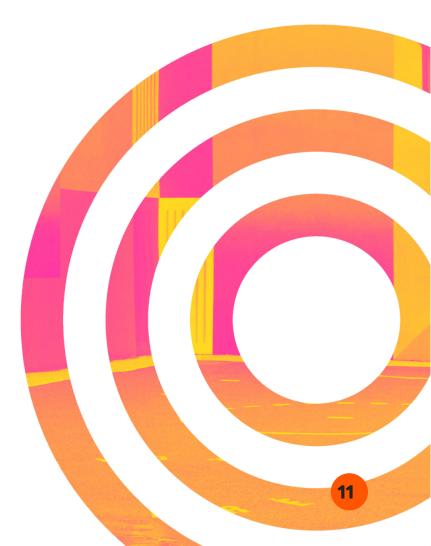
- WHO ARE YOUR MAIN COMPETITORS WHEN IT COMES TO RECRUITING NEW EMPLOYEES?
- WHAT MAKES YOU STAND OUT IN COMPARISON TO YOUR COMPETITORS?
- WHAT DO YOU OFFER EMPLOYEES THAT THEY DON'T OFFER?

# NOTES:





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#### KEEP AN EYE OUT FOR MORE VALUE PDF'S OVER THE COMING MONTHS.

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