



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

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# EVP COMPONENT CHECKLIST

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# CREATING A CANDIDATE PERSONA.

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**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?**

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- **WHICH POSITIONS WOULD YOU LIKE TO FILL  
IN FUTURE?**

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- **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:**

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- **HOW WOULD YOUR IDEAL CANDIDATE DESCRIBE THEMSELVES?**

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- **WHAT IS YOUR CANDIDATE PERSONA'S PROFESSIONAL EXPERIENCE LEVEL?**

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- **WHAT DOES YOUR CANDIDATE PERSONA VALUE THE MOST & WHAT DO THEY MOST WANT TO ACCOMPLISH?**

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- **WHAT DOES YOUR CANDIDATE PERSONA STRUGGLE WITH THE MOST IN TERMS OF THE JOB SEARCH?**

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- **WHAT ISSUES MIGHT YOUR CANDIDATE PERSONA HAVE WORKING FOR YOUR COMPANY?**

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- **WHAT ARE YOUR CANDIDATE PERSONA'S DEMOGRAPHICS (AGE, EDUCATION LEVEL, INCOME LEVEL)?**

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- **WHAT IS YOUR CANDIDATE PERSONA LOOKING FOR MOST IN A NEW COMPANY?**



# NOTES:

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# THEN FOCUS ON MORE SPECIFIC QUESTIONS LIKE:

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**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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- **HOW IS YOUR COMPANY CULTURE A BENEFIT FOR YOUR CANDIDATE PERSONA?**

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- **WHAT CAREER OPPORTUNITIES DO YOU OFFER YOUR EMPLOYEES?**

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- **IN REGARDS TO SPECIFIC JOBS, WHAT TASKS OR RESPONSIBILITIES WILL YOUR CANDIDATE PERSONA BE ABLE TO UNDERTAKE?**

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- **IN YOUR OPINION, WHAT ARE THE REASONS THAT YOUR IDEAL CANDIDATE SHOULD WORK FOR YOU?**

**YOU SHOULD ALSO  
TAKE SOME TIME  
TO CONSIDER  
WHO YOUR  
COMPETITORS  
ARE AND WHAT  
MAKES YOU STAND  
OUT FROM THEM  
AS AN EMPLOYER:**

- **WHO ARE YOUR MAIN COMPETITORS WHEN IT COMES TO RECRUITING NEW EMPLOYEES?**

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- **WHAT MAKES YOU STAND OUT IN COMPARISON TO YOUR COMPETITORS?**

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- **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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