

# International Recruitment

## Guidance on Employee Value Proposition

The relationship between employer and employee has changed significantly over the past few years. Employee expectations have shifted, and people want more from work. That is why employers need to evaluate their **Employee Value Proposition (EVP)** to attract and retain much-needed talent in their organisations. An Employee Value Proposition is the promise an employer makes to an employee in return for their commitment, skills and performance. It is the support, recognition, and cultural values provided to encourage employees to achieve their highest potential at work.

What are the components of a strong EVP in today's workplace?

- **Compensation** - Benefits, salary and other rewards such as bonuses, incentives or other perks.
- **Work-life balance** - Consider flexi time, hybrid work opportunities, a 4-day work week, family-friendly policies or extra annual leave benefits such as length of service days.
- **Learning and development with opportunities for growth** - Create leadership training programmes; coaching and mentoring opportunities to enhance skills, knowledge and performance; training courses in-house and online. Develop your employees through Continuous Professional Development (CPD) plans.
- **Support peoples' welfare** - Employee Assistance Programmes might include mental health support, healthy recipes and workout guides, stress management techniques or financial wellbeing support.
- **Create a culture of transparency and trust.**

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A strong Employee Value Proposition (EVP) will have a beneficial effect on employee engagement, retaining top talent and on an organisation's financial performance. Based on research by Gartner, Inc (2021), it is important to consider factors such as:

- **Deeper connections** – building an overall culture of respect, fairness and trust
- **Radical flexibility** – being creative with solutions to ensure employees' work-life balance, for instance issuing monthly rather than weekly rosters
- **Personal growth** – implementation of a culture of continuous learning, improvement and recognition
- **Holistic wellbeing** – ensuring all aspects of employee wellbeing
- **Shared purpose** – through alignment with organisation values, mission and vision, as well as by providing opportunities to contribute to local community through Corporate Social Responsibility (CSR) initiatives when designing their Employee Value Proposition, employers can increase employees' satisfaction by an impressive 15%.

Source:

Gartner (2021) Make Way for a More Human-Centric Employee Value Proposition. Available at: <https://www.gartner.com/smarterwithgartner/make-way-for-a-more-human-centric-employee-value-proposition>