

How do you go about it?

1. Find out from your leaders what is valued and why, talk with your marketing and sales function and then find out from your staff what they value about your company. Using a few broad questions and some more targeted specific questions about values you can easily get a feel for what your company EVPs are. You can also use psychometric assessments to assist with this.
2. Conduct some research externally to see how others view your business. This will help you understand how much work you must do to improve impressions.
3. Identify all touch points in your employment life cycle and review to ensure that the communication, the policies and the approach reflect your employment brand. For example, if you are a fast-paced, quick decision-making company, then taking 3 weeks to get an offer and new starter contract out the door does not accurately reflect your EVPs and will send mixed messages to your new employee.
4. Put together a plan to change, improve or enhance all touch points in priority order that suits your business.
5. Develop the correct look and feel, tone of voice and content of all communications in your identified touch points.
6. Support managers to reflect the EVPs by explaining and training where necessary.
7. Identify events and opportunities to reinforce the values such as competitions, awards, fruit bowls, posters, breakfast meetings etc.,

What will your final EVP look like?

It can be whatever shape you choose it to be but could include:

- an agreed set of values
- stories to demonstrate the values in action
- HR Processes, staff handbook and policies that reflect the EVPs

- Communication guidelines
- Training material
- Reinforcing material such as values posters, employee surveys, thank you notes etc.,

What types of companies have EVPs?

All companies, small, medium and large have EVPs. Even though it is easier to manage within a small company, it is still important to ensure that you know what the EVPs are and can explain them in a way that others will understand and buy into.

The larger the business the more difficult it is to manage and keep on track. In this case, more materials, more explanation, more training and reinforcement will be required. Larger businesses will require strong leadership and discipline to ensure everyone buys into and supports all efforts of the EVPs.

One thing to be sure of, getting your EVPs right will improve your profitability.

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