

How to assess your EVP and employer brand

When competing for talent, your EVP and employer brand can set you apart from the crowd and make your organisation magnetic to the talent you're looking to attract.

Getting your EVP and employer brand right is so important. They form an integral part of the north star that guides your talent acquisition function.

This guide has been created to help you assess whether your EVP and employer brand are working for you in the ways that they should be and will help you identify areas of improvement in your future strategy.

The difference between EVP and employer brand

The concepts of EVP and employer brand are often lumped together in conversations about talent acquisition. But they are actually two different things that work together to create unforgettable purpose-led candidate experiences.

Your EVP

Your employer value proposition is the articulation of what you stand for as an employer. It's more than just a list of benefits, it captures the whole proposition. It helps you express what you offer as an employer, and perhaps more importantly, what you expect back from talent in return.

Some call it your “people promise”, some call it your “people deal”. Fundamentally, it's the messaging framework that guides all your employer communications.

Your employer brand

This is your reputation as an employer. Even if you've never formalised an employer brand, you still have one – its how your organisation is perceived by talent, both internally in your business and externally in the market.

A formalised employer brand will detail how your EVP is brought to life visually. It's the look and feel of your EVP.

STEP ONE:

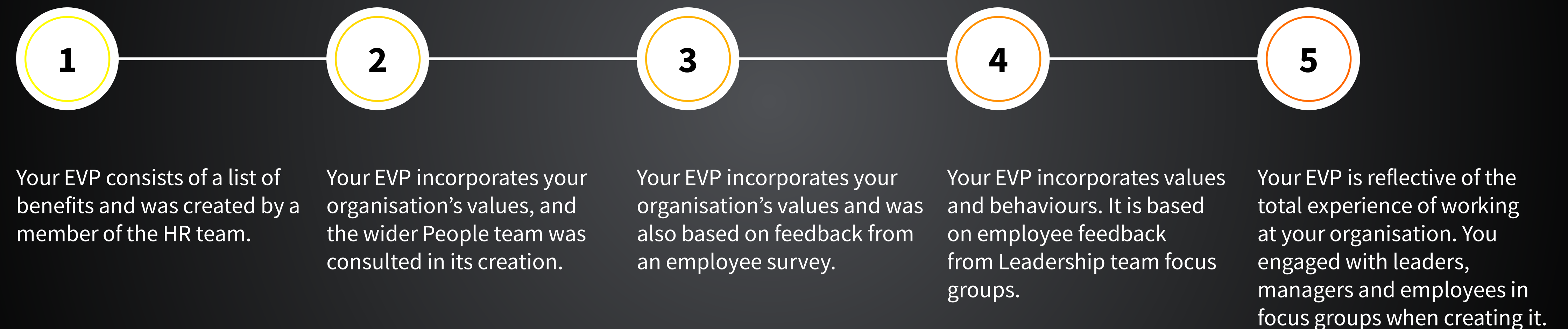
Assessing your EVP

We believe there are four critical success factors that you need to measure your EVP against. Your EVP must be authentic, relevant, unique and inspirational.

The following slides will show you some maturity models aligned to each of these success factors to help you self-evaluate your EVP.

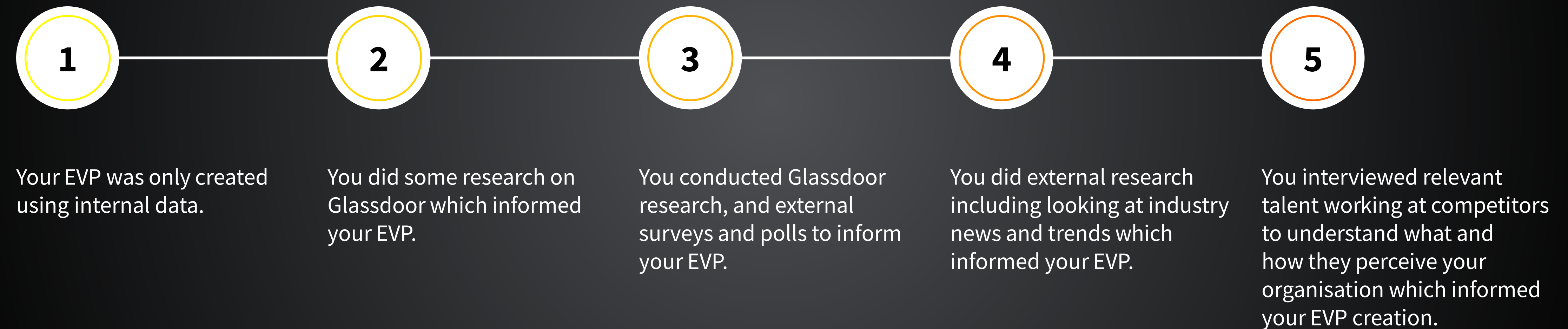
Your EVP's authenticity

Your employer value proposition needs to be truly representative of the experience that your current employees have. If it's not, you might attract great talent, but they'll leave as soon as they realise that what you promised, is not the reality.



Your EVP's relevance

Your employer value proposition has to speak to the passive talent that you are looking to attract, who don't currently know that they would be a good fit for your organisation. Creating a relevant EVP can only be achieved by using insights gathered from external research.



Your EVP's uniqueness

A key goal of your EVP is to differentiate your organisation from your business and talent competitors. Consider how well your proposition does this using the scale below.

1

You did not conduct any competitor research when creating your EVP.

2

You looked at the career sites of your business competitors to differentiate your EVP.

3

You looked at the career sites of your business and talent competitors to differentiate your EVP.

4

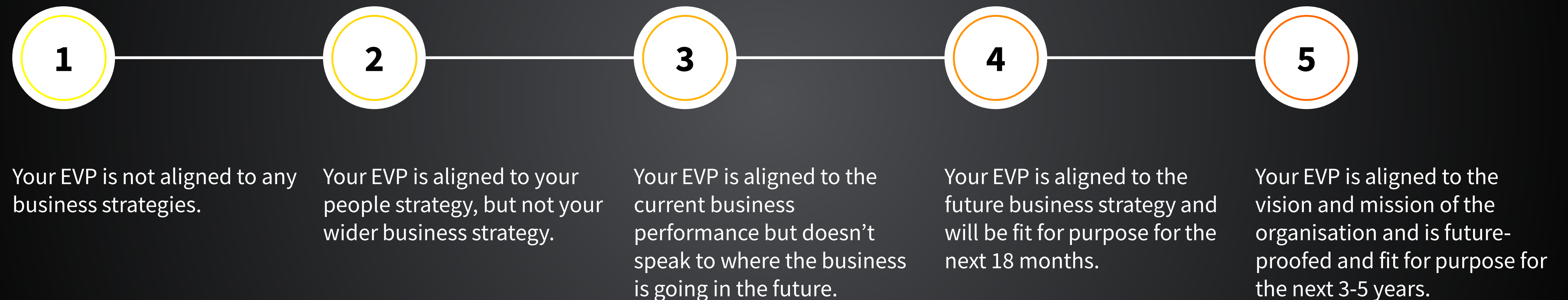
You reviewed the Glassdoor and social reputations of your business and talent competitors to differentiate your EVP.

5

You translated your competitor research findings into insights which you used to identify a niche in the market that you could occupy with your EVP.

Is your EVP inspirational?

Your EVP should inspire the best talent in the market to join your business and reassure them that they will have a prosperous career with you - both now, and in the future.



How does your EVP score?

If your current EVP doesn't score highly against the scales on the previous pages then your business might need to undertake a project to create a new proposition that's as authentic, relevant, unique and inspirational as it can be.

Here's how we recommend approaching a project like this:

Step 1: Research

Actions:

- Leadership interviews
- Employee focus groups
- External talent interviews
- Competitor reviews

Output:

- Research report
- Identification of key themes

Step 2: Development

Actions:

- Create an EVP positioning statement
- Create supporting messaging pillars

Output:

- A global messaging framework that can guide all people communications

Step 3: Validation

Actions:

- All employee survey to get feedback on your EVP
- EVP refinement based on the feedback you receive

Output:

- A validated and signed off EVP and messaging framework

STEP TWO:

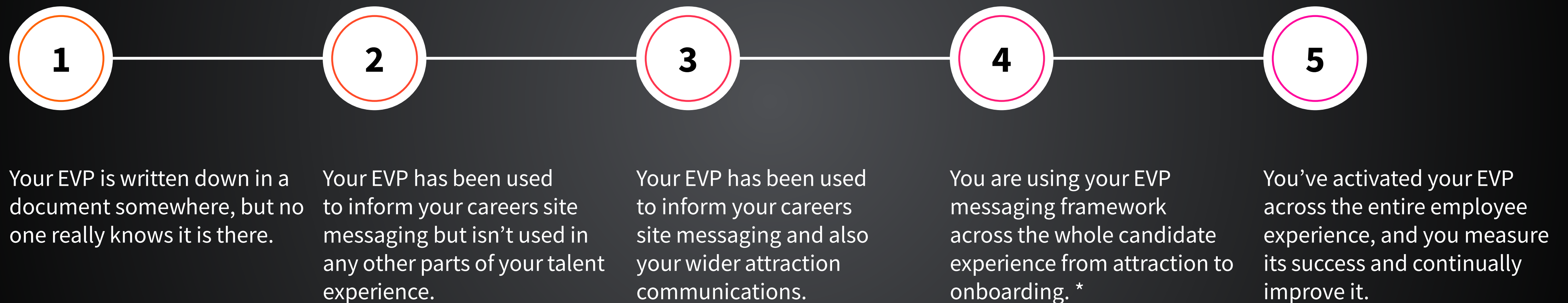
Assessing the activation of your EVP

Even if your EVP is as authentic, relevant, unique and inspirational as it can be, that work could be for nothing if your employer value proposition isn't activated in the right way.

It's vital to ensure that your value proposition is truly lived and breathed by your organisation and that it doesn't just exist in a document that no one knows exists!

How well have you activated your EVP?

Use the scale below to assess how well your organisation is using your employer value proposition to position you as a destination employer throughout the talent lifecycle.



How does your EVP activation score?

If you scored below 4 on our assessment scale then you need to further activate your EVP to ensure that it's woven in to the entire part of the candidate experience that you control in TA.

Here's how we recommend approaching a project like this:

Step 1: Mapping

Actions:

- Workshop how well your EVP is woven into your candidate experience at all touchpoints that candidates have with you from attraction to onboarding

Output:

- A Red-Amber-Green analysis of your EVP activation

Step 2: Prioritising

Actions:

- Identify the high priority areas that require the most transformation and create project teams to tackle them.

Output:

- An EVP activation project plan

Step 3: Measuring

Actions:

- Engagement metrics
- Retention metrics
- Performance metrics
- Quality of hire metrics

Output:

- Regular insight reports that will help you continually refine your activation

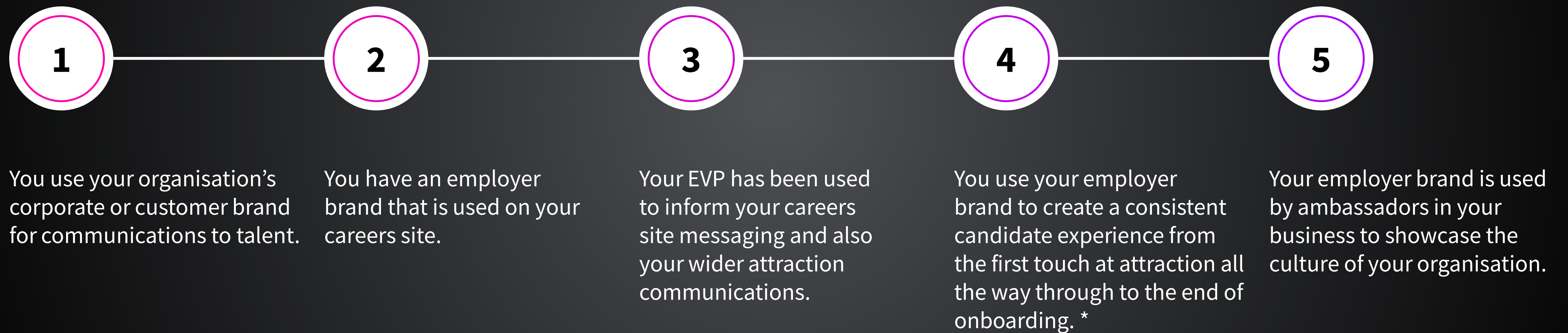
STEP THREE:

Assessing the activation of your employer brand

Your EVP comes to life in your employer brand, and this needs to be activated well in order to ensure you're getting the most out of your value proposition.

How well have you activated your employer brand?

Your employer brand also must be activated well to ensure that it's working for you effectively. We've created the scale below to help you assess your current employer brand's activation.



How does your employer brand activation score?

If you need to improve your employer brand activation, we recommend following the steps below:

Step 1: Defining your brand

Actions:

- Document your EVP and employer brand into a brandbook that can be accessed by everyone in your organisation

Output:

- Brand guidelines for consistent activation

Step 2: Prioritising

Actions:

- Identify and prioritise employer brand activation touchpoints in your candidate experience

Output:

- A strategy and roadmap for delivering transformation

Step 3: Templates & training

Actions:

- Create easy to use templates and training that empower your team to use the employer brand and become ambassadors of the brand

Output:

- A well activated employer brand

Get a year of content ideas to help you activate your EVP and employer brand

You'll get:

- Over 150 post ideas
- An insight into the hero day conversations you need to join
- An easy way to plan your employer brand content for 2023
- Prompts to ensure you're giving your talent audience an insight into your authentic culture

[DOWNLOAD FOR FREE](#)

2023: A Year of Employer Brand Post Ideas

READ NOW

Why tell your employer brand story on social media?

As we go into 2023, there's evidence that companies are moving to highly competitive and often, which means you need to stand out from the crowd.

91% of job seekers say they are likely to use social media in their job search, and this increases to 96% for younger job seekers.

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Become a destination employer for the talent you want by leveling up your talent brand communications with Caraffi.

Our team of employer brand experts can help you understand your employer brand, define your goals and create a plan with measurable objectives and KPIs to ensure you're building the positive employer brand you want.

Whether you're interested in a full-scale program, or you need help with a specific area, we'll work with you to create a solution that works for your business and your budget.

It's time to level up your talent brand communications with Caraffi.

BOOK A CALL

Other ways Caraffi can help:

- 1. **Get extra 15% bonus on LinkedIn recruitment**
- 2. **Level up your EVP and employer branding**
- 3. **Engage, inspire and challenge the workforce**
- 4. **Identify and manage the performance of your top talent**
- 5. **Assess the capability of your leadership team**
- 6. **Develop your culture and address key areas of working**
- 7. **Build a visible, inclusive talent strategy**
- 8. **Enhance the talent landscape**
- 9. **Address your recruitment challenges**
- 10. **Refine the management of your business**
- 11. **Build a visible, inclusive talent strategy**
- 12. **Learn how to be a strategic leader**

CARAFFI
ELEVATING PEOPLE LEADERS

About Caraffi:

Everything we do exists to support our purpose of elevating people leaders in their role, career and function.

We want to make talent the engine room of every organisation. We want to change how talent acquisition and people leaders see themselves and their ability to drive business performance.

Whether you're new in role or in the midst of a transformation, Caraffi aims to elevate your capability, impact and reputation within your business and beyond.

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