

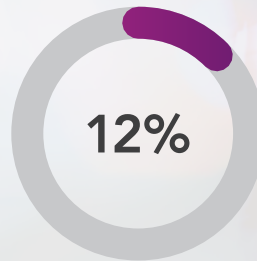
EMPLOYER VALUE PROPOSITION

An employer value proposition (EVP) is powerful, authentic, concise message that outlines why high-quality talent should work for your company. Every organization has an EVP, but only few take control and develop theirs with purpose.

THE FACTS

3X

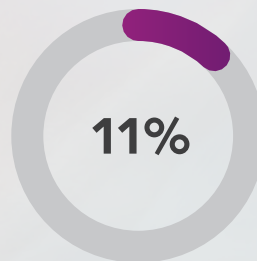
Employers who don't invest in their employer brand are three times more likely to make a poor hire. (CEB)



of employers believe they are effectively communicating their brand and culture to candidates. (Deloitte)

#1

The #1 reason employees don't apply is they don't understand the company's brand and culture. (Glassdoor)



Companies with a poor EVP pay an 11% premium on salary costs alone. (CEB)

EVP ADVISORY SERVICES PROCESS

KellyOCG's Advisory Services team helps organizations develop and launch effective EVPs.

OUR PROCESS INVOLVES:

- 8 hour discovery and assessment workshop
- Focus groups with employees and leadership
- Digital presence assessment
- Competitive benchmarking (brand)
- Comprehensive market research (supply/demand/locations/competitors)
- Gap analysis and resolutions documented
- EVP co-creation and complete strategy workshop
- Finalize all content and strategies
- Launch new, effective EVP

OUTCOMES OF A STRONG EVP

