



EVP Development



In Brief

The Employer Value Proposition (EVP) is the core of the employer brand and defines the employer's range of offerings and the employer's expectations for the commitment of current and future employees. The EVP is strongly related to the workplace culture of a company and creates its unique selling proposition (USP). Our journey supports you in finding your individual EVP!

Great Place To Work®

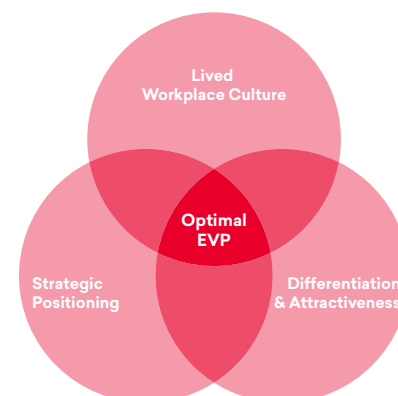
Impact & Benefits of an EVP

- Anchoring of the company's values, vision and mission
- Promoting the company's reputation and perception as an attractive employer
- Targeting and attracting of the right talents and candidates
- Clear identification of employees and candidates with the organization
- Long-term commitment and motivation of employees by becoming brand ambassadors
- Reduction of fluctuation and absences of employees

An ideal EVP communicates externally what is lived internally.

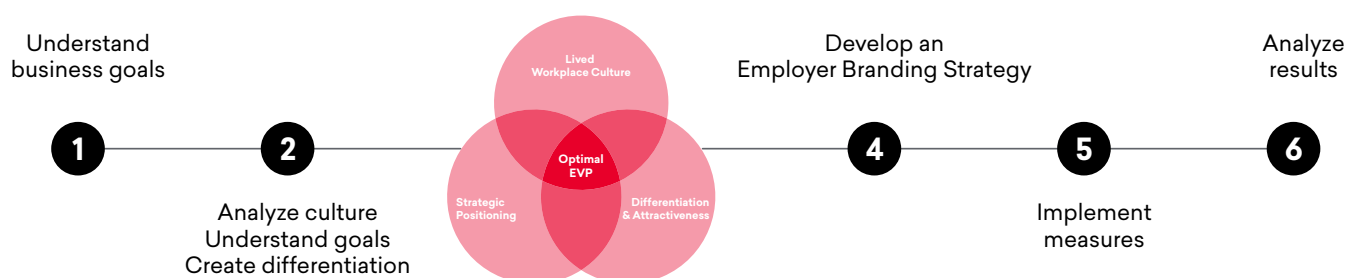
You will ...

- ... develop a credible EVP that is lived by the majority of employees and managers
- ... discover where you are unique and attractive as an employer for your target group
- ... convey your strategic direction and support the change process in a forward-looking way



Content

The development of the Employer Branding Strategy, its measures and implementations are based on an "EVP Manual" which is created individually for your organization from the previously elaborated EVP-cornerstones.



Budget

The budget depends on the size of your organization. Please contact us so that we can prepare an individual offer for you.