

# ATTRACTING TALENT THROUGH YOUR EMPLOYEE VALUE PROPOSITION

AN INCLUSIVE RECRUITMENT GUIDE BY  
AAI EMPLOYABILITY



In a skills-short market, employees are increasingly selective over who they choose to work with. Turnover is higher than ever. Attracting and retaining great talent now requires a new, updated strategy.

As an employer you're now required to "sell" your business to potential candidates, focusing on the unique benefits and culture you offer. This means creating an Employee Value Proposition (EVP) with a lasting impact.

Your EVP combines everything from the remuneration and benefits you can provide to the empathetic and engaging work environment you offer. The more compelling the EVP, the easier it will be to build your talent pipeline.

This report will look at what it means to create an outstanding EVP in an age where talent priorities are changing.

Let's dive in.

**Joy Lewis**  
**CEO**  
**AAI Employability**





## WHAT IS AN EMPLOYEE VALUE PROPOSITION (EVP)?

**An EVP is a subsection of employer branding related to how companies attract skilled professionals.**

According to experts, it's the "set of associations and offerings" business leaders can provide in exchange for their employees' unique talents.

Today's teams are looking for more than just financial value in their careers.

The pandemic and changing economic environment have provided team members with an opportunity to rethink their relationship with the workplace. Today's teams want more social responsibility, flexibility, and personal and career growth opportunities.

To create a powerful EVP, companies need to redefine the priorities of their teams.



**According to a recent Gallup poll, while 82% of business leaders thought their staff left their positions in search of better pay, only 12% of employees confirmed this to be true.**

# HOW EVPS HAVE CHANGED

According to Gartner, there are various factors demonstrating the inefficiency of current EVPs, including:

## ENGAGEMENT

Employee engagement, responsible for driving performance and retention outcomes, has remained consistently flat among all industries since 2016.

## ATTRACTION

Only 29% of functional leaders believe they have the talent to meet current performance requirements. Attracting talent is becoming more difficult.

## RETENTION

A tiny 23% of HR leaders believed their employees would continue working with them after the pandemic was officially over.

## EVP SATISFACTION

Only around 31% of HR managers say employees are satisfied with EVP offerings, and 65% of candidates say they have stopped pursuing a job because of an unattractive EVP.

Business leaders are discovering the need to update their EVP with a new focus on a more "**human**" experience.

This means forming deeper connections between employees and employers, supporting more radical forms of workplace flexibility, and prioritising holistic wellbeing and empathy. Employees want to feel supported, respected, and invested in a shared purpose.

# HOW TO DESIGN YOUR EVP

According to Gartner, companies can reduce their compensation premiums by **50%** and reach **50%** deeper into the current labour market when candidates view their EVP as attractive.

The right strategy will make it easier to stand out in a competitive marketplace. Currently, around **57%** of hiring managers say differentiating their company from the competition is one of their biggest challenges.

**The question is, how do you start building an EVP with a clear impact on your employees?**



## 1. DEFINE YOUR EMPLOYEE PERSONAS

We're seeing the rise of new types of employees. Companies need to recognise how diverse their target audience is to compete with an excellent EVP. Some employees will prioritise the opportunity to work from home or leverage a 4-day work week. Others will be more motivated by development opportunities.

Although you might not be able to change your entire EVP for every employee persona, you can promote benefits that may appeal to different job levels. You might want to concentrate on **development opportunities for entry-level talent** and **deliver more benefits for high-level hires**.

The more you know about your ideal employee, the more you can cater your EVP to their interests. **Think about the following factors:**



What kind of work/life balance is your employee looking for?



Does your target audience belong to a specific generation – how does this affect their priorities or demands?



What sort of work is your employee looking for?



What values will they prioritise when deciding whether to work with you?





## 2. AUDIT YOUR EXISTING EVP

Once you have a clear view of your target candidate, it's time to assess what your company is currently offering. Make a checklist of all the key components of an effective EVP, including:

- **Compensation**
- **Benefits**
- **Development Opportunities**
- **Work Environment**
- **Job Security**
- **Company Culture**

For instance, you might offer a fantastic learning and development strategy but struggle to redefine the workplace after the pandemic.

Auditing your EVP should give you a good insight into where you need to start implementing new plans and policies to make your workplace more attractive.



## 3. INTERVIEW EXISTING AND PAST EMPLOYEES

Your team members can offer insights into what encouraged them to join your business in the first place. They'll also give you an overview of what you're doing correctly to retain your talent.

You could also send employee surveys to previous team members, asking them why they left your company. **Remember**, an exit interview is a good way to collect meaningful insights before someone leaves your brand for good.

Don't overlook the value of talking to the candidates you interview to join your team about their perspectives. Ask them **why** they want to work for your business and if you offer someone a job and they turn you down, find out what the reasons were.



## 4. DEFINE THE KEY COMPONENTS OF YOUR EVP

With your research in hand, you'll be able to start defining the key components of the future EVP you want to display to your potential candidates. This is the perfect time to start working on your differentiation strategy with an inclusive recruitment company.

**Using your research, you'll need to answer the following questions:**

- WHAT SALARY RANGE AND EMPLOYMENT BENEFITS ARE MOST ATTRACTIVE TO MY CANDIDATES?
- WHAT KIND OF CAREER AND PERSONAL GROWTH OPPORTUNITIES WILL MY CANDIDATES LOOK FOR?
- WHAT SORT OF WORKPLACE ENVIRONMENT APPEALS MOST TO MY TALENT?
- WHAT KIND OF COMPANY CULTURE AND VALUES ARE PRIORITISED BY THESE CANDIDATES?
- HOW CAN I ENSURE MY EMPLOYEES FEEL SECURE IN THEIR NEW ROLE?



**AS AN INCLUSIVE RECRUITMENT ORGANISATION, AAI EMPLOYABILITY WILL BE ABLE TO ADVISE YOU ON WHAT YOUR TARGET AUDIENCE IS LOOKING FOR FROM AN EMPLOYER AND HOW TO DIFFERENTIATE YOURSELF FROM COMPETING BRANDS.**



## 5. WRITE YOUR EVP STATEMENT

An EVP statement clearly explains exactly what **kind** of experience you can deliver and how you differentiate your business from the competition. Your statement might outline your exceptional career development opportunities or competitive salaries. You can also highlight key factors of your company culture.

A good statement is clear, unique, and aligned with your candidates' expectations and the wider business. **If you're struggling with this process, AAI can provide some assistance. We can help you to answer the question of "why" your candidates should choose you.**



## 6. PROMOTE YOUR EVP

Once you have your EVP statement, you can think about how you will promote your improved employee offer.

The clearer your EVP statement is, the easier it will be for you to highlight your key values to candidates. It's also worth making sure any internal brand ambassadors and employees willing to help grow your brand can assist with promotion too.

Brand ambassadors can discuss key factors of your EVP when writing reviews on job forums or posting on social media.

Make sure you highlight your EVP during interview processes too. You'll need to ensure it's clear to your candidates what they're getting from this role.

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## **7. REVIEW YOUR RESULTS**

Once you've formulated the perfect EVP strategy, implemented it across your organisation, and started promoting, it's time to measure. Measuring and tracking how people respond to your EVP will give you an insight into whether you need to change anything to make your roles more attractive.

While there's no one-size-fits-all strategy for measuring your results, it's helpful to look at metrics commonly affected by EVP, such as:

- **Time-to-hire**
- **Quality of hire**
- **Job offer acceptance rate**
- **Retention or employee turnover**
- **Employee referral numbers**
- **Employee engagement rate**
- **New hire retention rate**

Reviewing and tracking your results from a strong EVP strategy isn't just something you should do once. As hiring trends continue to change and candidate priorities evolve, it's important to keep coming back to your strategy.

Review your EVP from time to time, and make sure it's still having the right impact.

# BUILD THE RIGHT EVP FOR TALENT

Creating a strong EVP is quickly becoming one of the most important things any business can do. **In a skills-short marketplace, it's harder than ever to attract the talent you need to keep your company thriving. With an EVP, you can augment and enhance your talent pipeline.**

The easiest way to build, promote, and enhance an EVP is with the assistance of the right inclusive recruitment organisation. With deep knowledge and 12 years' experience within the recruitment industry, our team will give you a behind-the-scenes insight into your ideal candidates and their needs. When the time comes to attract new talent, we'll be able to highlight the aspects of your EVP considered most important to new hires. **Let us do the work for you!**

Contact our team today to learn more about how we can help you leverage your Employee Value Proposition and win the best new talent.

## YOUR NEXT ACTIONS:

TO FIND OUT MORE ABOUT OUR SERVICES, CONTACT US  
TODAY AT  
[AAI-EMPLOYABILITY.ORG.UK](http://AAI-EMPLOYABILITY.ORG.UK)

GET IN TOUCH WITH THE TEAM: [TEAM@AAI-EMPLOYABILITY.ORG.UK](mailto:TEAM@AAI-EMPLOYABILITY.ORG.UK)

GET IN TOUCH WITH THE CEO: [JOY@AAI-EMPLOYABILITY.ORG.UK](mailto:JOY@AAI-EMPLOYABILITY.ORG.UK)

# ABOUT AAI EMPLOYABILITY

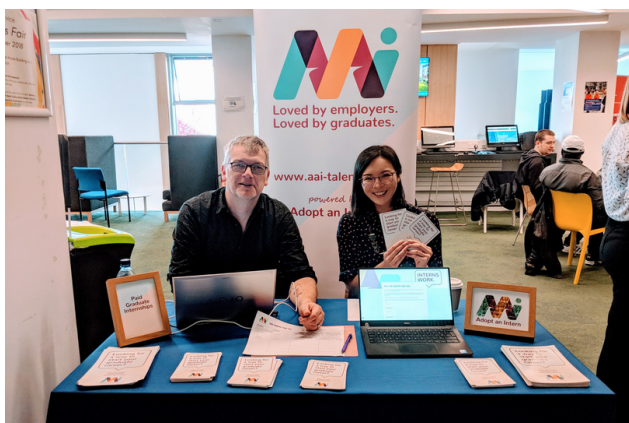


AAI is an award-winning social enterprise that supports the private, public and third sectors to access talent of all ages, skillsets and backgrounds. It also helps businesses to better attract and retain diversity.

AAI has been a highly respected name for 12 years now, offering tried, tested and flexible inclusive recruitment services from ad hoc, short-term projects, including internships and maternity leave, to permanent positions. It has worked with over 1100+ growing businesses of all sizes, including Scottish Government, the NHS, Phoenix, SMEs and an array of startups and charities.



AAI will support both employers and candidates before, during and after the post, as the need arises. It uses its surplus to support disadvantaged people and marginalised groups struggling to enter the workforce.



AAI also works with private-sector businesses offering tailored social-impact projects around the themes of gender and racial diversity, disability and supporting the third/voluntary sector. These projects are aimed at improving attraction and retention of staff as well as providing tangible and reportable social and financial impact.

## ABOUT JOY LEWIS



Joy joined the Centre for Scottish Public Policy in January 2009 and spun out AAI EmployAbility (then, Adopt an Intern) a year later. The company has since gone from strength to strength, placing over 1700 graduates and returners into valuable paid work across the UK.

She served for 20 years in the Foreign and Commonwealth Office and has lived and worked in Brazil, Argentina and Germany. Joy also worked for many years in fashion retail where she recruited, trained and mentored women for Sales Manager posts, culminating in a successful business in Germany.

After addressing their first employment injustice of unpaid graduate internships, Joy and the AAI team have widened their scope of inclusive employment to include diversity and inclusion services to help more businesses to grow and more talented people to access opportunity.

