

Define Your Employee Value Proposition

Instructions: Your Employee Value Proposition, or EVP, is your sales pitch to prospective employees. Simply put, you have to tell perspective employees why your company is great to work at. Before you tell applicants why your company is an excellent one, you must first understand what your company has to offer. This brief worksheet will help you come up with your best possible EVP, and set you on the right track to find the best possible employees.

JOB TITLE: _____

1. Why is your company a great place to work? How would your employees answer this question?
2. If this position could talk, how would it sell itself? For instance, what are the most attractive and sexy aspects of this position? What behaviors are greatly rewarded in this position? Consider key functions and reporting relationships (up and down), opportunities for growth for an employee in this position, etc?
3. What makes your current employees great coworkers?
4. What makes your company's leaders great?
5. How does this position's compensation package compare to that of your competitors?
6. What are some intangible benefits of the job? For example, smaller companies can attract talent by including statements such as "Our employees enjoy a close-knit work environment where they employ their creative problem-solving abilities and actually *see* the effects their contributions on a daily basis."
7. What are the defining characteristics of this job that would differentiate it from similar positions with your competition? Distinguish this position from similar jobs advertised.

My company is a great place to work because...
