

Employee Value Proposition

**EVP = A simple ‘plain-English’ statement, which addresses the question:
Why should they work for you?**

Attribute	Yes (10 Points)	Maybe (5 Points)	No (0 Points)
1. Do you have a clearly documented employee value proposition?			
2. Do all of your staff have up-to-date, clearly documented job descriptions which incorporate their goals for the next period of time?			
3. Have you reviewed the performance of each staff member in the last 12 months?			
4. Have you sought external feedback and input into your remuneration structure (including levels and benefits) within the last 12 months?			
5. Do you provide each staff member with a Remuneration Statement which summarises their salary and benefits (dollar value) into a total package?			
6. Do you offer staff a clearly defined career development path or otherwise provide support for their training?			
7. Are you satisfied that staff morale (including retention of your best people) is as it should be?			
8. Do you offer working from home (hybrid work) to all staff? Is it clearly documented into your firm’s policies?			
9. Have you conducted a ‘state of the nation’ style meeting for all staff, through which you updated them as to the current state of your business, it’s progress to plan and future goals?			
10. Have you sought feedback from your staff through a confidential satisfaction survey in the last 12 months?			
Sub totals			
Total points			



EVP Rater

Score

0-50 Its most likely that you’ll need to ramp up your ‘offer’ if you’re looking to attract, retain and develop your best people.

51-76 A 'healthy' position to be in. But keep at it... there's still some work to be done. Keep abreast of the latest trends in this area.

77+ Well done. But don't relax, make sure you regularly 'road test' your EVP (by seeking feedback from peers, B/PDMs and HR specialists).