



Employee Value Proposition Exercise

What can you offer candidates in each of the following areas?

Compensation

Culture

Benefits

Environment

Mission & Vision

Opportunity

Employer of Choice Mission:

"At _____, we aim to create a workplace where every employee _____

"At _____, a successful employee is one who _____



Discussion:

1. Do your organization's current actions support your aim? If yes, how? If no, why not?

2. What are the strengths of your EVP?

3. What are the weaknesses of your EVP?

4. How does your EVP compare to your competitors?

5. What aspects of your EVP will draw talent from your competitors?

6. What aspects of your EVP will cost you talent?
