



Your EVP

the North Star for your people  
strategy!





- Employer Brand and Employer Value Proposition development
- Employer Branding courses, coaching, mentoring and training
- Over 20 years' experience in employer marketing, researching, building and activating EVPs and employer brands for organisations including;

Asda  
GCHQ  
Topps Tiles  
The Telegraph  
Autoglass  
Anchor Hanover  
Animal Friends

Coventry Building Society  
Moog  
Toolstation  
Miele  
NFU Mutual  
Cinch  
Royal Horticultural Society



External  
audience  
research

- Audience surveys
- Audience interviews & focus groups

Internal  
audience  
research

- Employee surveys & focus groups
- Executive interviews

Competitor  
research

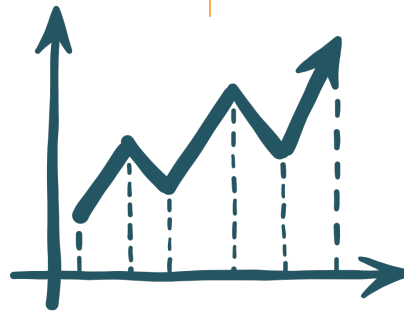
- Competitor Audits

# Perceived value of EVP research

Understanding if we are seen as an attractive place to work

Understanding business direction of travel

Understanding what people like about working here



Understanding how our competitors present themselves

But that's just the  
tip of the  
iceberg.....



Here are some stories from my EVP journeys to prove the point

# The Retailer's boots



# The Dentist's assistant



The distance  
between us





# The mistaken hypothesis



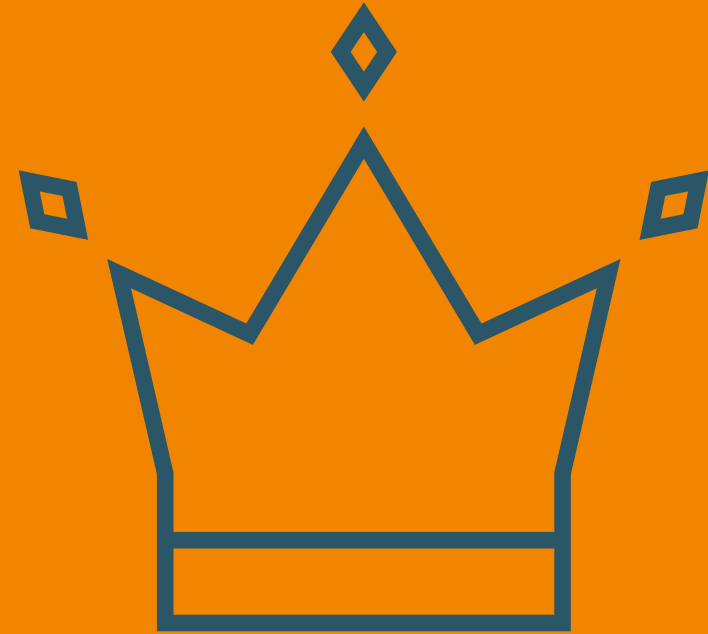
# The perception gap



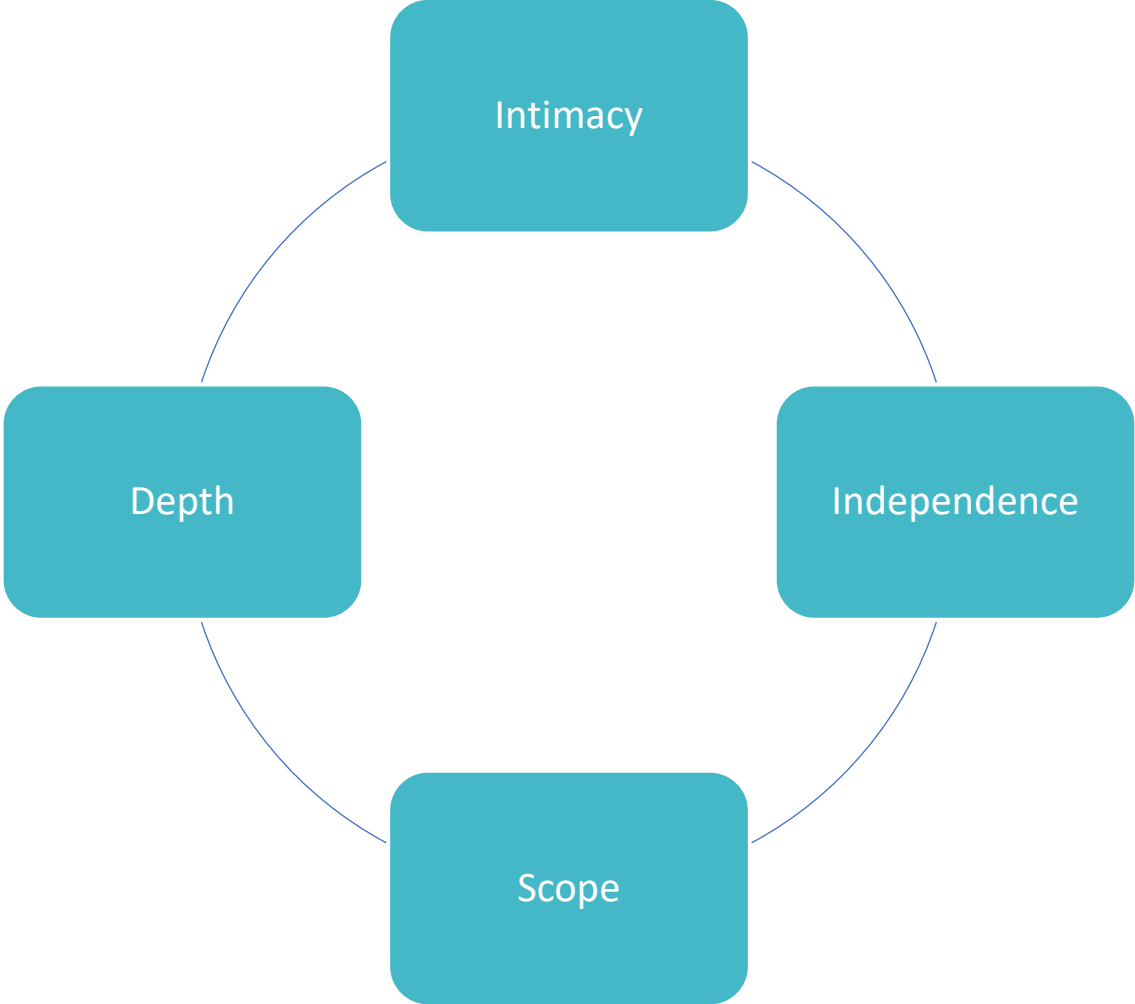
# The retention conundrum



The Leaders  
who led too much



# Why do we find out things that leaders don't know?



How do you put a value on illuminating some of your biggest people challenges and highlighting the solutions?

Never doubt the value and importance of EVP research

# THANK YOU

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EBCON23

For a 20% discount on our courses

