

PHASE 2: DESIGN

Use information gathered from the organizational assessment to determine which 3-5 attributes should be “core” to your organization-wide EVP

Sample EVP Attribute Selection Worksheet

EVALUATION CATEGORIES					
	Current Strength	Competitive Differentiation	Strategic Relevance	Sustainability	Results
Potential EVP Attributes (Examples)	Ex: “Do employees rate us strongly on this attribute in our engagement surveys (or anecdotally)?”	Ex: “Do our talent competitors feature this attribute in their employment Web sites and branding materials?”	Ex: “Is this attribute aligned with our organizational values?”	Ex: “Can we commit to delivering on this attribute long-term?”	How Likely is this attribute to be effective as part of our core EVP?
Development Opportunities	Yes	Yes	Yes	Yes	Very Likely
Job Impact	No	Yes	No	Yes	Not Likely
Work-Life Balance	Yes	No	Yes	Yes	Somewhat Likely
Sample Questions	Do we rarely hear employees cite this attribute as a source of discontent? Do new hires cite this attribute as a reason they were attracted to our organization?	Can we think of several talent competitors that embody this attribute? Do we lose candidates and employees to talent competitors because they deliver this attribute better than us?	Would delivering on this attribute help our organization achieve strategic objectives? Would senior leaders at our organization see the link between this attribute and our mission?	Do we have the capabilities within our organization to deliver this attribute well? Are we committed to maintaining a high level of delivery for this attribute for the next 3-5 years?	