

### PHASE 3: COMMUNICATION

*Key stakeholder buy-in and labor market awareness are as important to EVP strategy as the design itself*

#### Sample Communication Action Plan

- Present EVP design and strategy to internal stakeholders to generate buy-in and ownership. Create internal launch strategy.
- Drive internal awareness of the EVP by ensuring the HR staff understand core EVP messages, and use local HR teams and real-world examples of EVP delivery in action to drive line awareness.
- Provide tools and a best practice–sharing framework to ensure all labor market communications are align with core EVP messages.
- Coach manager behaviors during the interview process—use manager guidelines, training, and candid feedback—to ensure that candidates’ interview experiences align with the EVP.
- Use the onboarding process to highlight the employment value proposition and ensure consistent delivery through regular monitoring (surveys, focus groups, etc.).

