

PHASE 1: ASSESSMENT

To design your EVP, gather necessary information from three focus areas: current employees and the labor market, your talent competitors, & your organizational strategy

Essential Assessment Questions *Three Sources for Information*

Input	Labor Market	Talent Competitors	Organizational Strategy
Why?	Ensures your EVP resonates with top talent in your target demographic.	Ensures your EVP differentiates you in the marketplace.	Ensures your EVP is strategically relevant.
Source	<ul style="list-style-type: none">• Interviews with current employees• New hire survey.• Secondary research	<ul style="list-style-type: none">• Employment websites & job postings,• Anecdotal information from recruiters, employees, and candidates.	<ul style="list-style-type: none">• Organizational strategy reports.• Annual reports• Conversations with management.
Sample Question to Ask?	<ul style="list-style-type: none">• What is our target talent demographic?• What are the top perceptions of our organization?	<ul style="list-style-type: none">• What are our competitor's primary EVP attributes?• What is our competitive advantage?	<ul style="list-style-type: none">• What is our organizational strategic mission?• What are our organizational values?
How Will I Use This?	To determine the list of potential EVP attributes and evaluate how well you currently deliver them.	To evaluate potential attributes of your EVP for competitive differentiation.	To evaluate potential attributes of your EVP for alignment with organizational strategy.