

WORKSHEET

BUILD YOUR **EMPLOYEE VALUE PROPOSITION (EVP)**

An EVP, also sometimes referred to as an “employer value proposition” is a statement communicating the value your company’s employees gain from working in your organization. In Hueman’s experience, businesses with a clearly defined brand and EVP are more successful in both recruiting and retaining good candidates/employees. The goal of your EVP is to succinctly communicate what is unique about your company culture.

Answer the questions below:

Who are you? _____

What do you do? _____

Why do you do it? _____

Now, fill out the blanks below to build your company’s EVP.

At _____, we _____
Your company name *What you do/the value you provide to employees*

because _____.
Why you do what you do for employees. What experience do you strive to create for your people?

In the long run, developing a strong EVP will help communicate your “offer” to job candidates and potential employees.

Example: At Hueman, we create great employment experiences by building a people-centric culture.

