

**businessary**<sup>®</sup>

The Necessary  
business guidebook  
to creating an  
authentic Employee  
Value Proposition  
(and Employer  
Brand).





**This Necessary Businessary guidebook** explains why you need an EVP (Employee Value Proposition) and Employer Brand. If you compete for talent, then communicating your unique offering and value proposition is critical. Businesses with a unique EVP compete, attract and retain talent significantly better.



An authentic and compelling EVP and employer brand are critical to engage, attract and retain talent.



## **Attracting the right people.**

An EVP should answer the question “Why would talented people choose to work for us and, more importantly, stay with us?”

The candidate market is crowded, and future talent is explicitly looking for what makes a company an attractive place to work. Your EVP will tell people ‘what you are not’ as much as it will tell them ‘what you are’.



## This is the place to be.

A strong EVP will help you compete and attract the right talent more easily and effectively. It allows smaller businesses to punch above their weight and larger organisations to compete for quality talent at scale. An EVP will also clear up any misconceptions, creating clear expectations about your business.



## Telling a consistently good story.

When communicating your EVP, the two objectives to remember are: recruiting new talent as well as energising your internal team. Or, to put it more simply, 'join us now' and 'love where you work'.

Communications have two streams of audience: external and internal.



## Creating authentic pillars.

Based on our discovery process meaningful pillars will become clear. Our pillars represent the key areas that differentiate you from other employers and make you a great place to work. The pillars remind your business what messages should be communicated whenever you are talking to candidates or employees.



## Creating an EVP plan.

An EVP should live and breathe in the organisation and start to impact everything you do, not just your recruitment processes. From the feeling you get when you walk into an office through to communications, events, reward and recognition - the EVP should flow through and permeate right across the business.





## Let's talk about your EVP

There's no one better at bringing to life your employee value proposition and employer brand! We can get you from zero to hero in less than 12 weeks. We'll work with you to discover and uncover what it means to current and future talent to be part of your business.

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