

# How to Build a *Standout EVP*

A strong EVP (Employee Value Proposition) is about what sets you apart. It's the answer to: *"Why should someone choose to build their career with YOUR company?"*

## The CHALLENGE:

Many companies rely on vague promises that fail to differentiate them from competitors.

## The IMPLICATIONS

You risk blending in, losing top candidates to those with a more compelling and clearly defined EVP.

## How to DIG DEEPER

Go beyond perks (which are important but easily copied). Craft your EVP around the things that are truly unique to your company:

### Company Culture:

Is it collaborative, family oriented, innovation driven?

### Growth Opportunities:

Do you offer mentorship, apprenticeships, or leadership development?

### Impact:

Highlight the role your work plays in building communities.

## Practical tips for SUCCESS



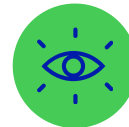
### Involve Your Employees:

Your best EVP ambassadors are your current team. Survey them about what they value most.



### Be Truly Authentic:

Don't overpromise. Focus on who you genuinely are and ensure consistency in your communication.



### Make It Visible:

Your EVP should be integrated into your ads, shared with recruiters, and on your website.