A woman with dark hair, wearing a black blazer over a grey top, is standing in a meeting room. She is holding a black pen in her right hand and gesturing with her left hand. The background is a white tiled wall with two sticky notes: a yellow one on the left and a pink one on the right. In the foreground, a laptop and a glass of water are visible on a table.

# Summary of Inputs to EVP Design

# Introduction



## What it does

This template helps you gather and summarize information from three important sources to inform your employee value proposition (EVP) design. The information you collect is essential to make confident decisions regarding the design of your EVP.



## How to use it

Complete this template to summarize information needed for your EVP design, and then present it to relevant stakeholders, including the EVP Design Team. You need information from three sources: The labor market (including current employees), talent competitors and your organizational strategy.

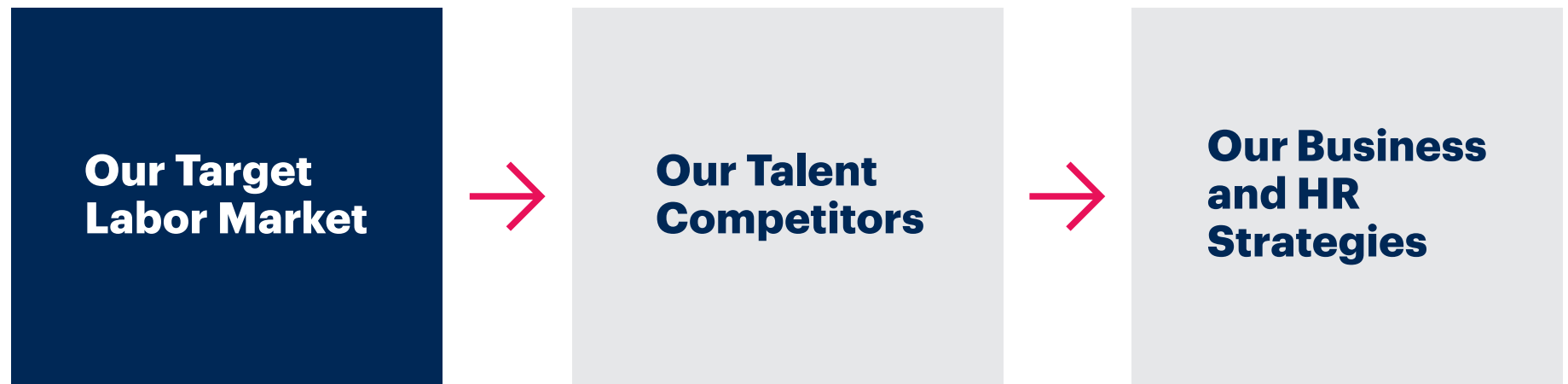


## Instructions

- Complete this template by filling in relevant information for the text marked in [brackets].
- If you are unsure how to fill in some text, refer to the page before each slide for recommended sources. Be sure to delete the instructional pages before presenting.
- Use the other resources from the Ignition Guide to Designing a Compelling EVP to help you complete this presentation.
- Delete the first two slides of this document, the instructional pages and the final page before presenting.

# **Summary of Inputs to Our EVP Design**

# Roadmap



# Our target labor market: Overall

**This page is meant to help you fill out the form on the following page. Please make sure you delete this page from the PDF before presenting.**



## **Where do I get information to fill out the following page?**

1. [Employment Value Proposition Design Center](#) (available to select Gartner clients).
2. [Departure View Exit Surveys](#) (available to select Gartner clients). Results from recent employee or candidate surveys or focus groups. Use the Candidate EVP Survey and Employee EVP Survey.

## **How will I use the information on this slide to design my EVP?**

You will use the information on this page to determine the initial list of potential EVP attributes and evaluate how well you deliver these attributes (Steps 1 and 2 of the Core EVP Generator).

# Our target labor market: Overall

<b>Top Attraction Drivers</b>	<b>Top Attrition Drivers</b>	<b>Top Perceptions of Our Organization</b>
<b>Source</b>	<b>Source</b>	<b>Source</b>

# Our target labor market: Segment-specific variations

**This page is meant to help you fill out the form on the following page. Please make sure you delete this page from the PDF before presenting.**



## **Where do I get information to fill out the following page?**

Use the same sources you used for Slide 5 of this report.

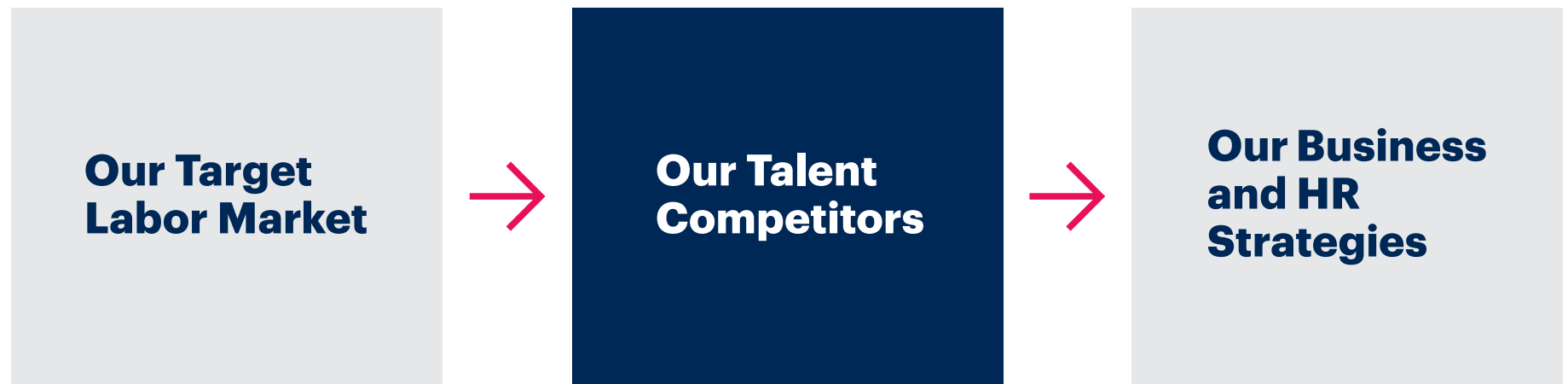
## **How will I use the information on this slide to design my EVP?**

You will use the information on this slide to choose appropriate talent segments to customize your core EVP using the Employee Segment Prioritization Tool and to make customization decisions using the Segmented EVP Generator.

# **Our target labor market: Segment-specific variations**



# Roadmap



# Our talent competitors

**This page is meant to help you fill out the form on the following page. Please make sure you delete this page from the PDF before presenting.**



## **Where do I get information to fill out the following page?**

1. Employment websites, job postings and other publicly available information from talent competitors.
2. Anecdotal information from recruiters, employees and candidates.
3. Analysis from the EVP Competitor Differentiator.

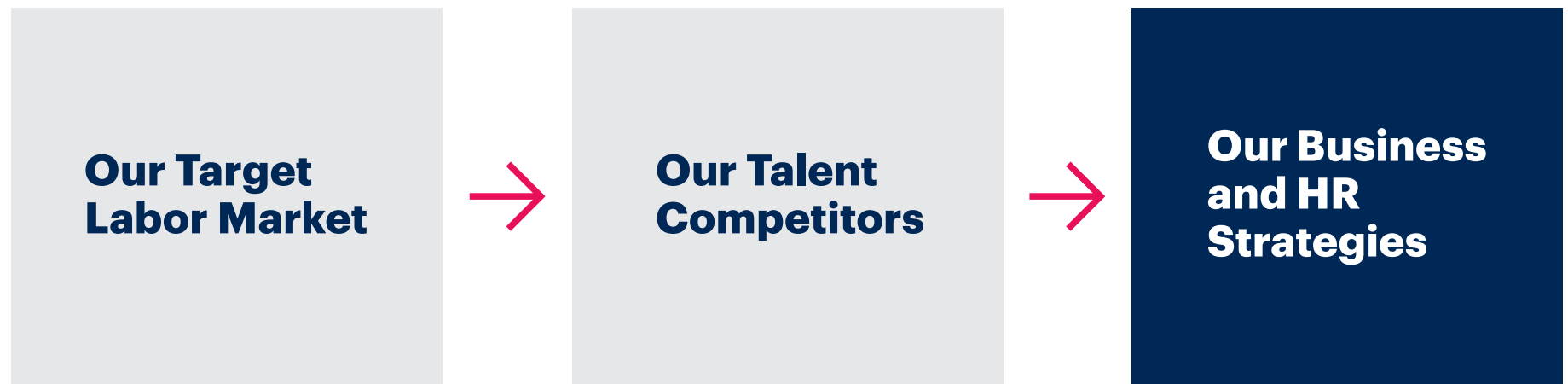
## **How will I use the information on this slide to design my EVP?**

You will use the information on this slide to evaluate potential attributes of your core EVP for competitive differentiation (Step 3 of the Core EVP Generator).

# Our talent competitors

<b>Primary EVP Attributes</b>			
<b>Specifics (If Any) on Attributes</b>			
<b>EVP Attributes for Talent Segments for Which We Are Considering Customizing Our EVP</b>			
<b>Percentage of Our Employees Leaving to and Coming From the Competitor</b>			
<b>Our Competitive Advantage</b>			
<b>Other Information</b>			

# Roadmap



# Our business strategy

**This page is meant to help you fill out the form on the following page. Please make sure you delete this page from the PDF before presenting.**



## **Where do I get information to fill out the following page?**

1. Recent business strategy documents or presentations.
2. Conversations with business leaders. Use the Business Leader EVP Interview.

## **How will I use the information on this slide to design my EVP?**

You will use the information on this slide to evaluate potential attributes of your core EVP for alignment with organizational strategy (Step 4 of the Core EVP Generator).

# Our business strategy

**Organization Strategic Mission:**

**Organizational Values:**

**Strategic Business Objectives:**

**Business Unit Objectives:**

**Other Notes:**

# Our HR strategy

**This page is meant to help you fill out the form on the following page. Please make sure you delete this page from the PDF before presenting.**



## **Where do I get information to fill out the following page?**

1. Recent HR strategy documents or presentations.
2. Conversations with HR leaders.

## **How will I use the information on this slide to design my EVP?**

You will use the information on this slide to evaluate potential attributes of your core EVP for alignment with organizational strategy and for feasibility (Steps 4 and 5 of the Core EVP Generator).

# Our HR strategy

## HR Strategic Mission:

## HR Objectives:

## HR Capabilities:

## HR Challenges:

## Other Notes:



**Thank You**