

Holistic EVP Guide

Introduction

There is no perfect method for crafting an EVP, but there are building blocks that could help you get started.

This resource breaks down the building blocks of a holistic EVP and provides a template with guiding questions to help you understand each component in the context of your organization.

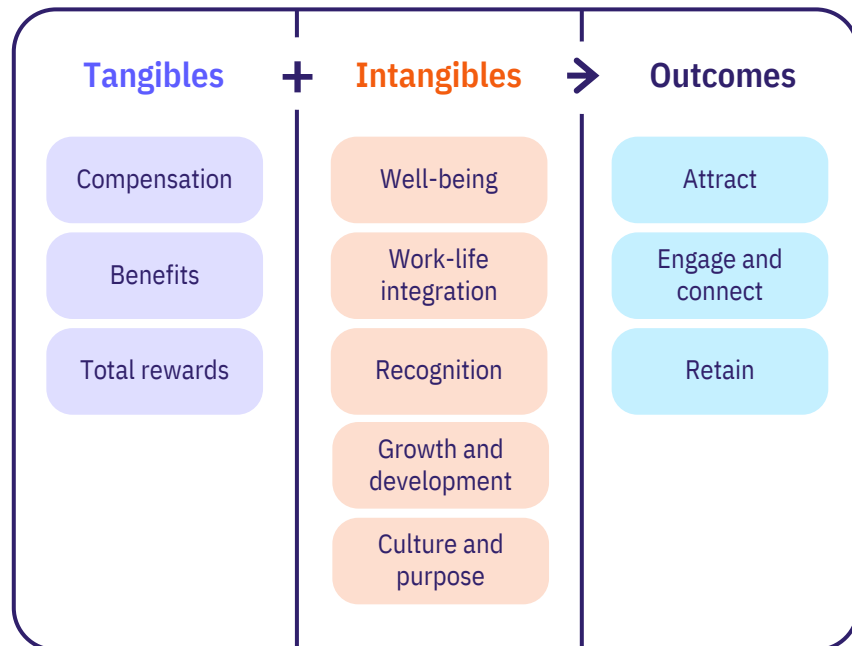


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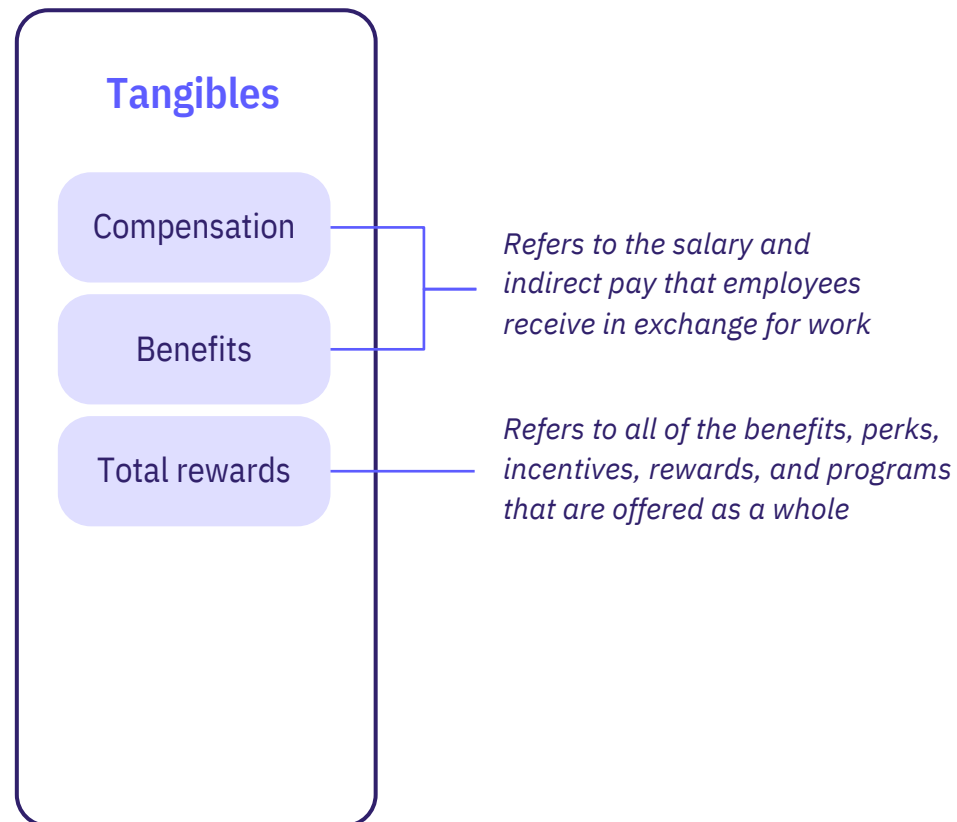
3 // Outcomes

Attract, engage and connect, and retain.

Tangibles

The first building block of a holistic EVP is the tangibles.

Tangible rewards, otherwise known as monetary rewards, refer to the rewards given that have a cash value. They are rewards you can put a price on.



What factors affect compensation at your organization?

Competitive salaries, experienced-based salaries, tenure-based salaries, etc.

What benefits do you offer?

Health and dental, travel supplement, etc.

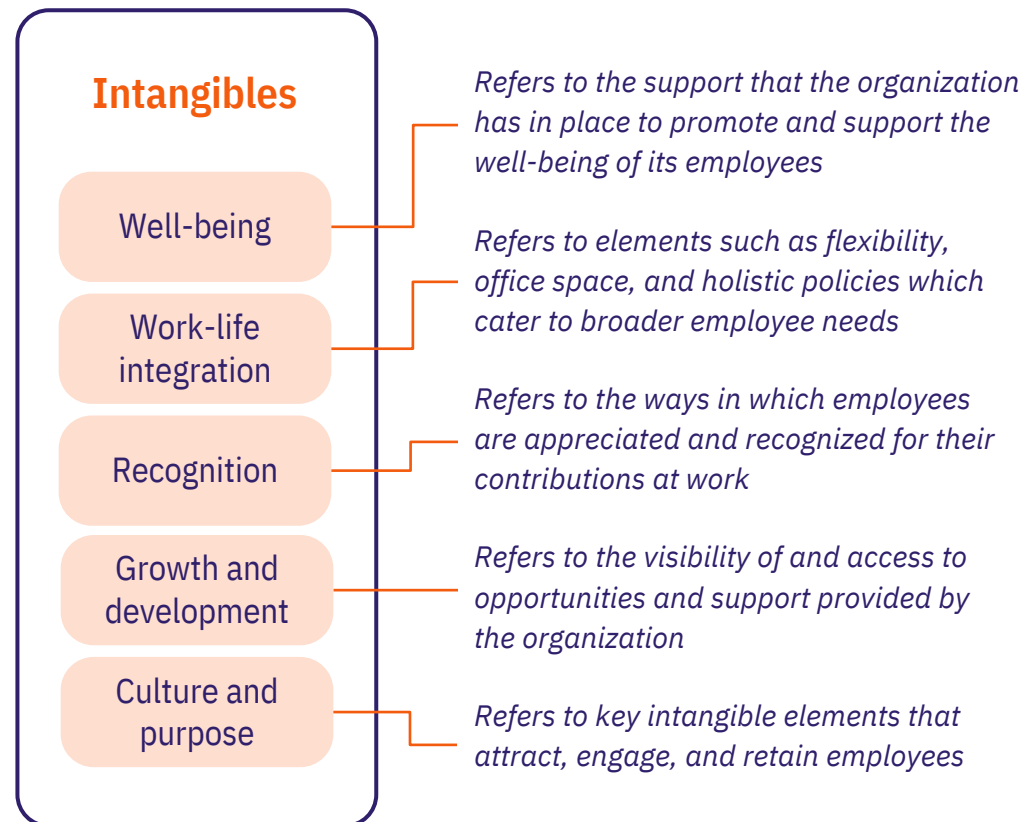
What else is included in your total rewards?

\$1000 learning budget, PTO, access to elearning platforms, etc.

Intangibles

The second building block of a holistic EVP is the intangibles.

The intangible factors are usually related to the emotional connection we foster through specific experiences, activities, or opportunities.



What support systems do you have in place to promote well-being?

Access to online therapy, wellness retreats, etc.

How do you ensure successful work-life integration?

Flexible WFH policy, remote-working weeks, etc.

How do you recognize your employees' contributions?

Regular award evenings, prizes and experiences for top contributors, etc.

What opportunities and channels of support are available?

Quarterly meetings with managers, career mapping workshops, etc.

How is your organizational culture exemplified in the day-to-day?

Knowledge sharing, enablement workshops, access to seminars and events, etc.

Outcomes

Managing outcomes means setting expectations for your EVP.

Below you'll see areas of outcomes. Use the boxes provided to outline how each one looks at your organization, relating to the planning you've done around your EVP, on the previous slides.

Outcomes

Attract

Engage and
connect

Retain

How will your EVP impact attraction to your organization?

By clearly outlining what is important to us, we attract like-minded talent.

How should your employees and talent engage with your EVP?

By making use of the services provided, booking time with their manager to discuss it, and reaching out by asking questions.

How will your EVP affect retention?

By clearly outlining what is available to our employees, we foster a more open culture. Employees can make full use of what's offered to them, improving their relationship with the organization.