

like minds



Helping you mix the right ingredients  
to create your perfect employee  
value proposition

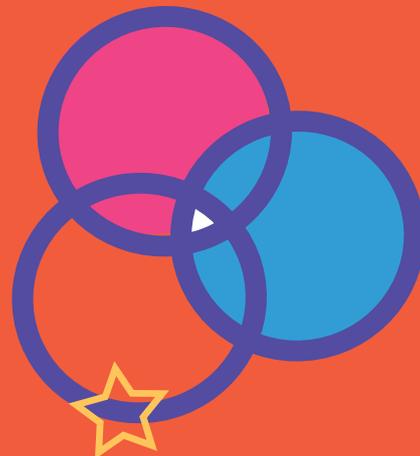


**With strong demand for talent across many industries in the UK, employee value propositions (EVPs) are important to employers looking to nurture a strong and positive employee experience to attract and retain key talent.**

A strong EVP can be a powerful recruitment and retention tool that links to your values and brings to life the employee experience within your organisation. It effectively maps the employer-employee relationship, including ways of working, opportunity, reward, through to the employee commitment and participation expected in return.

At like minds we believe this is a critically important part of your cultural infrastructure and should be designed to inspire existing and prospective employees to want to work at your organisation and to know why.

The challenge for many organisations, especially during periods of ongoing business change and improvement, is to ensure that the experience on the inside matches the brand and perception outside and that your EVP still makes sense and resonates with people.



# The benefits of a strong employee value proposition

A well thought through and effective EVP can have a number of benefits for your organisation.

- ✓ Help you stand out from the crowd
- ✓ Re-engage a disenchanted workforce during times of change
- ✓ Describe what it feels like to work in your organisation, creating a strong people brand which people want to be part of
- ✓ Assist in recruiting and retaining the talent required to take your business forward
- ✓ Support your business strategy and core values
- ✓ Shape and inform your internal communication (IC) agenda and activity.

According to the Corporate Leadership Council's research, a well thought through and executed EVP can:

Improve the commitment of new hires by up to

—  
**29%**

Reduce new hire premiums – sometimes by up to

—  
**50%**

Increase the likelihood of employees acting as advocates from an average of

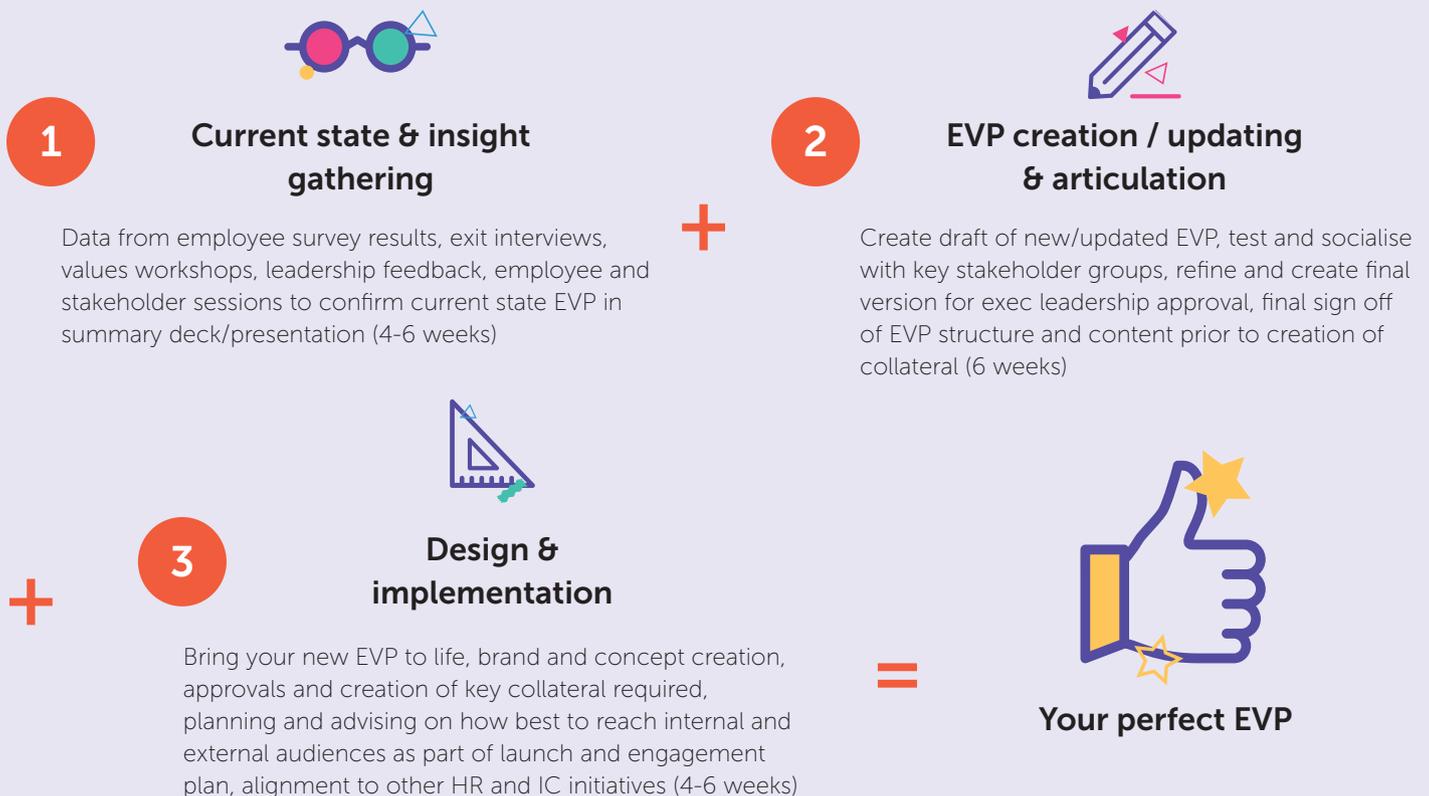
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**24% to 47%**

# Mixing the right ingredients

We will work with you to explore all available data including gathering insight from your engagement survey, values feedback, exit interviews and leadership presentations to establish the baseline of the current state EVP in your organisation.

This gives us a strong foundation on which to base your new or updated EVP and shape it for the future.

**The three key stages we will work through are:**



## Gathering employee opinion

To get the mix just right we'd always suggest gathering opinion from a cross-section of employees in relation to both your current state EVP and what the future may look like to them. As well as what they see as the barriers to achieving this.

To do this we'll help you gather employee comment and key themes from the interactive employee workshops we'd run as part of the process.

The distilled output from these workshops and other key stakeholder one-to-one's can be really valuable in our experience and will be used to shape both the current state evaluation at stage 1 and feed into the final make-up of your EVP at stages 2 and 3.

## Stand out from the crowd

By developing an EVP, employers are attempting (and hoping) to make an emotional connection with their employees and prospective employees.

At like minds we believe how employees feel is often overlooked in the design and creation of employee engagement strategies. Our experience has highlighted the importance of considering employees emotional response to engagement and commitment issues, so we will work with you to ensure your employee value proposition not only stands out from the crowd but resonates strongly with your employees and really makes a connection.

We use ideas, words and pictures to help this process, creating a brand and look and feel which is both compelling and engaging. We'll work with you to refine and approve the content and design an appropriate communication plan to make sure your new EVP is communicated with impact and really catches the attention of your target audiences.



## Case study

# Helping **Which?** connect values and brand

With a new people strategy and a change of leadership, Which? were reassessing their values and looking to bring one approach and one culture to all three strands of the organisation – consumer, finance and the contact centre.

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It was a pleasure to work with Moira and the like minds team in the development of the Which? Way of Life. It was a real partnership to take the ideas of the Which? team to create an engaging and modern approach to the employee and employer proposition that can be lived and engaged with by the organisation. It has already had a significant impact in the way the Which? team is working collaboratively together to deliver the ambition and vision of the organisation and has enabled the Which? employer brand to impact internally and externally through our careers site and recruitment offering. Thank you to like minds for all your support.

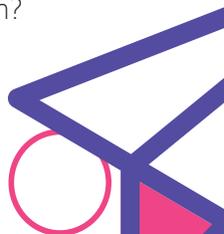
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**Angela Williams,**  
Group People Director

With a vision to bring renewed energy and direction to their work on behalf of consumers, Which? were at the same time developing a new approach to their external brand.

Our job was to connect everything together for employees, to define and bring the values to life and to create an EVP or people promise that would both establish the new ways of working internally and give prospective employees greater insight into working at Which?

We worked with senior leaders and employees over six months to engage everyone in the development of their values and their vision for the future. This then fed into the content and themes for their people promise and the creative work we developed to tell the story of The Which? way of life.



The roll-out of this project is currently underway using posters, video, activities and employee presentations to launch the new people promise.



# We're well versed in communication

We are a team of communication experts who firmly believe that we can make a difference to people's lives through our work.

Establishing employer brands and communicating business strategy, people issues, employee benefits and reward programmes in a clear and engaging way are just some of the things that we do.

Whether it's our writers, strategists, campaign creators, designers, illustrators or knowledgeable experts, we all share the desire to make the complicated simple, the difficult inspiring and the challenging approachable.



## Say hello

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If you'd like to learn more about how we can help please contact:

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**Email: [hello@likeminds.uk.com](mailto:hello@likeminds.uk.com)**