# Getting Inspired

Use the check list below to refine your EVP and be inspired by how other businesses are approaching the EVP opportunity.

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|  | **Ask yourself:** | **Get inspired:** |
| **Reputation** | What sets us apart as an employer? Does working for us come with a sense of pride or prestige?  How are we managing our alumni? Have we considered staff who may have left but wish to return? | "We are remaining competitive by looking at our environmental, social, governance and broader community impact." |
| **Remuneration** | Are we reviewing remuneration frequently enough to keep pace with the scale of change?  Should we be considering greater pay transparency or guiding principles? | "We cannot compete on salary, so we focus on the culture and values of our organisation and quality of our senior leaders." |
| **Growth** | Have we clearly defined career pathways to support mobility and skilling across the organisation?  Do leaders and managers mentor and sponsor talent? | "We've started investing in job crafting conversations, so our people feel like they are in control and doing more of what they love." |
| **Experience of Work** | Do we have a clear and embedded position on flexibility and working from home?  Would employees describe their roles and work as meaningful or challenging? | "Frontline organisations that stand out are investing in technology, making jobs easier, more attractive and enjoyable via blending tech and trade skills." |
| **Wellbeing** | How proactive are we as an organisation in managing employee wellbeing? Do we treat the symptoms of burnout or are we focused on preventative measures? | "Part of the reason that we focus so much on diversity, equity and inclusion is because we know it is a leading indicator of wellbeing." |
| **Values and Culture** | How (if at all) are we making our community and society a better place?  Given the preference for working with good co-workers, how can we profile our people and talent in our attraction and recruitment activities. | "Members of our leadership team reach out to top talent directly, often with a personalised note. It's flattering for them and they get direct access to our top talent.” |