Visualising the EVP

When deciding what to include in your EVP, it is important to think about what might be most important to target employee segments. This also needs to align with what your business is best placed to deliver.

The map below can help guide organisations and leaders to conceptualise their EVP. Use in conjunction with the EVP enhancement activities on pages 08 - 10 to target activities.



The values upon which the company is built, and decisions are made.

How people experience their role, team, and organisation including the culture, relationships, diversity, team spirit and the energy of co-workers.

Po our people feel valued, understood and cared for?

The physical and mental health of workers, including dedicated wellbeing programs and policies and work-life integration.

What role do leaders play in making staff feel supported, valued and welcome?