



PROJECT

CLIENT REQUIREMENT



A global electronics manufacturer required the design and implementation of the organisation's employee value proposition (EVP). Sponsored by the HR Executive

CULP SOLUTION



Complete a corporate brand review and values audit, analyse recent employee experience data and design and implement an EVP.

RESULT & IMPACT



culp, in partnership with brand and advertising specialists [One Planet](#) completed a comprehensive brand review of all corporate identity elements and communication. The values audit included an employee survey, focus groups and thematic analysis of all data in comparison with EX survey data. The result identified successors and inhibitors to the culture and resulted in the project shifting to a values workshop with Executives and the proposal of a brand re-development.

New values were crafted and acknowledged by the business and employees which are now being launched and rolled-out. The EVP project was put on hold until this roll-out is complete.

LEARNINGS



An authentic and relevant EVP that is real and aspirational, is most effective when the DNA of an organisation is "lived" by leaders and operations. This ground work will enhance talent attraction, employee engagement and retention activity.