



# PROJECT

## CLIENT REQUIREMENT



A multinational pharmaceutical company invited culp to present to 55 HR leaders from 55 countries on the concept of an EVP and why it is important. Sponsored by the Group Talent Acquisition Manager.

## CULP SOLUTION



Designed a professional presentation providing insight into what an EVP is, the process of designing and implementing an EVP, why an EVP is important, competitor EVP research and a case study discussion.

## RESULT & IMPACT

The presentation generated healthy debate amongst the HR community. The topic was discussed at length and culp was faced with the following questions/challenges:



- 1) **Should marketing be responsible for EVP?**
- 2) **We don't need a slogan**
- 3) **How long does it take to design and implement an evp?**
- 4) **Does one EVP apply to all our geographies?**

**The presentation that was scheduled for 45mins, concluded after 90mins.**

## LEARNINGS



If we could do the presentation again. We would focus more on the case study and the real impact and metrics of an EVP in a business. In particular employee engagement, talent attraction, compensation/pay points, employer reputation, voluntary attrition and demographics.