



PROJECT

CLIENT REQUIREMENT



A global textiles manufacturer required the design, implementation and integration for an organisational employee value proposition (EVP). Sponsored by the CEO and HR Director.

CULP SOLUTION



Utilize culture survey and focus group data, interview randomly selected employees, research external online employer reputation. Analyse common themes and co-design EVP with HR, marketing, R&D teams and CEO. Design the EVP for implementation at an organisational and talent group for scale.

RESULT & IMPACT



5x EVP design sessions were required for an organisational EVP to be agreed and aligned with the business and HR strategy, DNA and values. The sessions also defined talent groups within the organisation to identify critical, core, specialist and admin jobs for talent attraction, engagement and retention. Subsequently each talent group's EVP was strategically designed.

The impact of EVP implementation significantly improved employee engagement and a better understanding of the DNA. Internal employer branding and internal comms bolstered this. Employees began to #hashtag the EVP in social media and HR activity aligned to improve the “people deal”

LEARNINGS



An EVP is entirely dependent on the status of the business. Multiples EVPs must be designed and implemented (at the right time) to influence talent attraction, engagement and retention levels in order to achieve strategic objectives and embed the type of leadership and behaviors expected in the culture.