

## Defining and communicating your value as a destination employer

Defining and translating your employer value proposition (EVP) and brand and all relevant communications during the recruitment process can offer considerable measurable benefits:

- ✓ Comfort in attraction and engagement of better talent
- ✓ Saving time through improved commitment of new hires
- ✓ A workforce populated with brand ambassadors
- ✓ Increased access to the top talent
- ✓ Saving cost from reduced attrition



Combing quantitative and qualitative research **deverellsmith** can help you communicate your current employer brand architecture.

Utilising data from internal employees and external audiences help achieve a moment of truth, to identify perceptions and reality gaps.

Combined with our external research, **deverellsmith** offer an overview of your current EVP and employer brand.

Using our Data & Research (D&R) capability to complete the analysis, **deverellsmith** offer insight and recommendations, which will ensure your employer brand is true, dynamic and ready to capture talent in a highly complex and challenging market.

## Unlock your EVP potential... talk to deverellsmith

By understanding the “voice of the employee” and assessing your EVP essence and critical elements, your brand message can be defined and translated into a compelling story, with the right journey, language and collateral to place you at the top of your target talent pool aspirations.

