

# A quick guide for HR leaders looking to power up their EVP

## 3 reasons to refresh your EVP in 2022



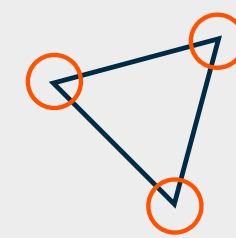
# 79%

of employees who plan to change jobs in the next 12 months currently feel engaged and trusted.<sup>1</sup>



# 61%

of employers intend to increase permanent staff levels in FY22/23, up from 47% last year.<sup>2</sup>



# 41%

of Gen Y workers in Australia would quit their jobs if it became clear their employer's values did not align with their own.<sup>3</sup>

## Don't get left behind with an out of date EVP

Employers set to update purpose and EVP statements:



**42%** We plan to update in the next 12 months

**30%** We've recently updated

**28%** We have no intention of updating or improving



## A people first approach is here to stay

"The reality is that three shifts in the work environment have eroded the impact of the traditional EVP:

1. Employees are people, not just workers.
2. Work is a subset of life, not separate from it.
3. Value comes through feelings, not just features."<sup>4</sup>

1. PwC, PwC Australia's 25th CEO Survey, 2022

2. Hays, Salary Guide 2022/2023, 2022

3. Atlassian and PwC, Return on Action Report, 2021

4. Gartner, Make Way for a More Human-Centric Employee Value Proposition, 2021

## What's most important to employees this year

For your EVP to support positive talent conversations you need to be able to articulate what you offer and the benefit to your employees.

67% A pay rise

60% Developing technical skills

57% Flexible work

41% Challenging/exciting work

41% Developing soft skills

37% Gaining a promotion

35% Developing digital skills

30% Additional benefits

Source: Hays, Salary Guide 2022/2023, 2022

## Making it easy to engage with your EVP is essential

A combination of pay, affiliation, work content, career, and benefits all contribute to a compelling EVP. While there is an element of subjectivity about purpose or mission, when it comes to pay and benefits things get more black and white and ultimately more competitive. It's critical to ensure you make it easy for employees and candidates to understand the complete value you offer across salary and benefits.

Watch now

“  
**35%**

of employers have introduced benefits to attract staff.<sup>5</sup>

”

5. Hays, Salary Guide 2022/2023, 2022

## A roadmap for moving your EVP from good to great

A compelling and effective EVP will connect with the 'employee voice'. Without engaging directly with your employees, you run the risk of missing the mark.

1

**Understand** what your employees care about at work



2

**Clarify** what you offer and why it matters to your employees



3

**Communicate** effectively both internally and externally



A key challenge for many HR teams is how to move an EVP refresh from the 'to do' list to the 'it's done and ready for market list'.

**Discover 3 easy steps to refresh your EVP in 2022.**

Download guide

