

Employer Value Proposition (EVP)

WORKSHEET

Craft a compelling statement that attracts the right talent to your agency.

Your Employer Value Proposition (EVP) is a clear, concise statement that summarizes the unique benefits an employee receives in return for their skills and contributions at your agency. A strong EVP should include your mission, vision, core values, and any unique differentiators. The statement serves as a guiding principle for all your employer branding efforts.

Use this worksheet to collect key information, then craft a statement that resonates with your ideal candidates.

Section 1: Foundations

What's your agency's core mission? What makes your agency different from other employers?

What 3 words best describe your agency's culture? How would current employees describe the day-to-day work environment? (Hint: Ask them!)

What is your agency known for in the community? What reputation do you have? What do people associate with your work?

What are your agency's core values? The principles that guide how you operate and make decisions.

What's your vision for the future? Where is your agency headed? What are you working toward?

What unique opportunities do you offer your employees? Think career development, special projects, upskilling, mentorship, leadership programs, partnerships, etc.

How does your agency's work make a difference? What's the real impact of what you do? How do you improve people's lives?

What recent projects showcase your impact best? Pick 2-3 specific examples that demonstrate your agency's work

Project 1:

Impact:

Project 2:

Impact:

What makes your agency different from other employers?

How do your employees grow professionally? How do you support this growth?

Section 2: Statement

Now use your answers to craft your EVP statement. Remember to include:

- Mission/Purpose
- Values
- Unique differentiators
- Employee benefits

Template:

At [agency name], we are dedicated to [mission/purpose]. We foster [culture/environment] where [employee experience]. We offer [unique benefits/opportunities] and [growth/development]. Join our team and be part of an organization that values [core values].

Your Statement:

Example:

At Metro County, we are dedicated to making a difference in the lives of our residents. We prioritize creating collaborative work environments where your skills and ideas shape the future of our community. We offer secure employment, comprehensive benefits, and continuous opportunities to learn and grow in your career. Join our team and be a part of an organization that values inclusivity, diversity, and innovation.