

# Employee Value Proposition

# EVP



Why does my organisation need an EVP?

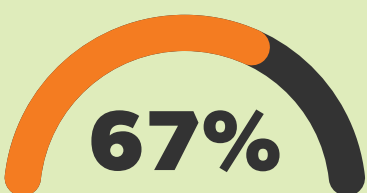


Organisations can reach **50% deeper into the labour market** when candidates view their EVP as attractive.

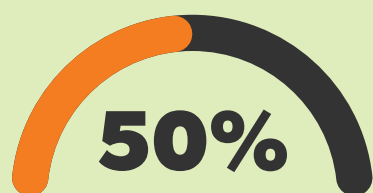
Gartner

Businesses that effectively deliver on their EVP can **decrease annual employee turnover** by just under.

# 70%



67% of job seekers consider workplace diversity an important factor when considering employment opportunities.



More than 50% of current employees want their workplace to do more to increase diversity.

# Communication



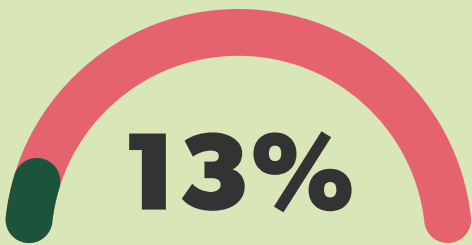
85% of employees say **they’re most motivated** when management offers regular updates on company news.

Trade Press Services

25%

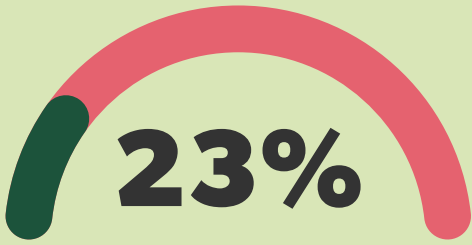
Only 21% of Internal Comms experts **believe that employees have a good understanding of why senior leaders make the decisions they do.**

H & H



Only 13% of employees **strongly agree that their leaders are effectively communicating with the organisation.**

Gallup



Employees who say their **manager is not good at communicating** are 23% more likely to **experience mental health declines.**

Harvard Business Review



74% of employees have the feeling they **are missing out on company news**

Smarp

